BROADCASTING

combined with

Broadcast Advertising

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WASHINGTON, D. C.
APRIL 1, 1933

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APR 3 1933

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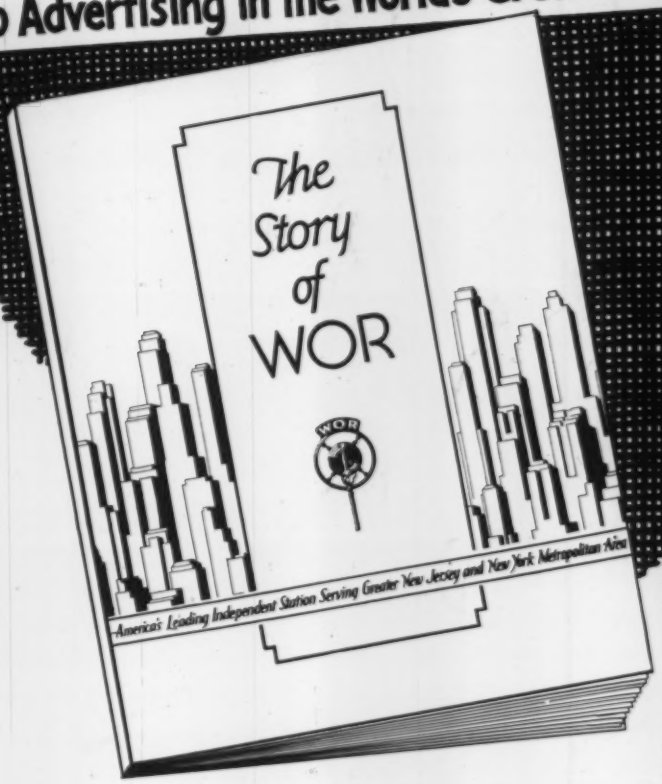

HERE is a book of facts on the radio situation in the New York Metropolitan Area—the World's Greatest Market—which we have prepared for advertisers who want to cultivate a large market—at a minimum cost—with maximum effectiveness.

The book contains illuminating facts about the New York Metropolitan Area. Shows by graphic charts and statistics why WOR advertisers are finding this market so profitable.

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WOR

America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area

BAMBERGER BROADCASTING SERVICE, Inc.
NEWARK, NEW JERSEY

New York Office: 1440 Broadway, New York City
Chicago Office: William G. Rambeau, 360 N. Michigan Ave., Chicago, Ill.

THESE STATIONS

In New York City	—	WEAF
In New York City	—	WJZ
In Boston	—	WBZ
In Springfield, Mass.	—	WBZA
In Schenectady	—	WGY
In Washington, D. C.	—	WRC
In Washington, D. C.	—	WMAL
In Pittsburgh	—	KDKA
In Cleveland	—	WTAM
In Chicago	—	WMAQ
In Chicago	—	WENR
In Denver	—	KOA
In San Francisco	—	KPO
In San Francisco	—	KGO
In San Francisco	—	KYA
In Portland, Ore.	—	KEX
In Spokane	—	KGA

HAVE DEFINITE RATES

Prices, as established by rate cards, are the only bases for the acceptance of business

We are convinced that the acceptance of broadcast advertising on a "per inquiry" basis is unsound and not in the best interest of the advertiser and the radio industry. A station selling time on this basis must necessarily "plug" often and insistently for inquiries if it is to secure any appreciable revenue. We believe this "plugging" detracts materially from program interest and, in the long run, results in loss of audience.

The prestige these seventeen stations enjoy and the results they have obtained for advertisers prove directly the wisdom of adhering to definite rates for all classes of business.

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CHICAGO • WMAQ & WENR
SAN FRANCISCO • KPO, KGO & KYA

BOSTON • WBZ SPRINGFIELD, MASS. • WBZA SCHENECTADY • WGY WASHINGTON, D. C. • WRC & WMAL
PITTSBURGH • KDKA CLEVELAND • WTAM DENVER • KOA PORTLAND, ORE. • KEX SPOKANE • KGA

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IF OUR CLIENT-MAIL RECORDS
DIDN'T PROVE IT!

David S. Barry, President — Percy M. Bailey, Secretary — Geo. D. Mitchell, Treasurer

The PATHFINDER
THE PATHFINDER PUBLISHING CO., INC.
Established 1894
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307 No. Michigan Avenue
Tel Central 6932-6933

March 7th, 1933.

Mr. J. Leslie Fox, Comm'l Mgr.,
Radio Station WSM,
Nashville, Tenn.

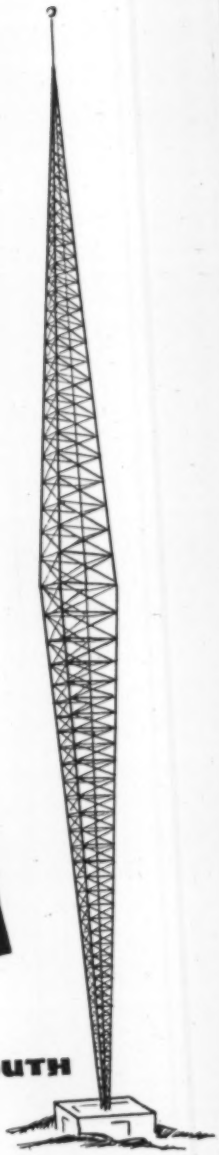
Dear Mr. Fox:

The returns from our broadcasts on WSM during the month of January were indeed a revelation to us. The enormous mail which we received proves conclusively that your station has the confidence of a tremendous audience.

Up until the time we started broadcasting over WSM, we had not used any 50,000 watt station, altho we had been broadcasting over some forty stations throughout the country of lesser power. It was quite gratifying, indeed, to find that the coverage of WSM gave us mail in volume from thirty-five states. This, we feel, is a great tribute to the popularity of WSM, and we just want to take this opportunity of congratulating you and your staff upon such fine response from your audience.

Cordially yours,

THE PATHFINDER
By W. W. Rhoads



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WSM

NBC Affiliate — 50,000 WATTS — 650 Kilocycles

Exclusive National Representatives
EDWARD PETRY AND COMPANY
NEW YORK-CHICAGO-SAN FRANCISCO

Owned and Operated by
THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC.
NASHVILLE - TENN.

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BROADCASTING
and
Broadcast Advertising

VOL. 4 NO. 7 WASHINGTON, D. C. APRIL 1, 1933 $3.00 PER YEAR—15c A COPY

Beer Seen Stimulant to Radio Advertising

By SOL TAISHOFF

Spot Accounts Expected to Garner Principal Business; Confusion Over State Statutes Still Exists

LEGALIZATION of beer, without any federal restrictions on advertising, brings definite promise of a substantial amount of new business for radio, although state and local restrictions both on the selling and advertising of the new 3.2 per cent beverage are complicating the signing of accounts in some places.

Radio will benefit not only from the influx of new beverage accounts but also from the general stimulation to local business and employment which was one of the big factors impelling the Roosevelt administration to permit a return of beer. To many depressed communities, beer and the innumerable other manufacturing industries it will revive will undoubtedly mean the difference between depression and prosperity.

Chiefly Spot Accounts

IT APPEARS fairly certain from a survey conducted by BROADCASTING that by far the major portion of the brewery advertising on the air will be spot accounts. The number of breweries having national distribution facilities, either because of their near-beer distribution or their new expansion plans, is small. This would indicate that only a handful of the larger beer establishments will use the networks in the immediate future.

Moreover, the fact that only some half of the states have recognized legalization of beer, means that those restricted areas provide no market for the network advertisers and would have to be eliminated from their campaigns by the split-network method.

Reports from a substantial number of independent stations indicate that numerous beer accounts already have been signed locally. Networks are negotiating with breweries of the pre-prohibition days, such as Anheuser-Busch, Schlitz and Blatz, and several accounts on each chain are foreseen.

Clarification Awaited

DESPITE uncertainty about local restrictions, which placed advertisers, agencies and stations in something of a quandary even after President Roosevelt had signed the bill to make the 3.2 per cent brew legal at midnight April 6, it was apparent that brewers intend to advertise on a large scale, and that radio will be an important promotional medium, once the laws are clarified and the industry emerges from the effects of its "honeymoon".

Most of the programs, like published advertising, will stress health and food values of the beverage. The institutional type of credit apparently will predominate, with appeals directed to the entire family. The network auditions for brewers in the national field have included outstanding talent, and brilliant programs appear in the offing. Anheuser-Busch, which has been negotiating with both networks, is understood to plan a 45-minute variety program.

Already on NBC is the Blue Ribbon Malt program, featuring Ben Bernie. The Premier-Pabst Sales Co., successor to the manufacturer of the famous old Pabst Blue Ribbon, since the enactment of the law has already had Bernie inject into his program a line that "Pabst Blue Ribbon" soon will be available again.

Every precaution is being taken by advertisers, agencies and stations to avoid extravagant claims for products, and thereby to ward off in advance attacks against the nature of beer advertising on the air expected from professional reformers and opponents of radio. Carefully prepared copy will be the keynote. Stations were advised by the NAB, following passage of the beer bill, to consult their state statutes and local ordinances before accepting beer advertising, despite the fact that the federal law imposes no restriction on such advertising.

Commission is Silent

A RULING by Attorney General Cummings allowing "innocent anticipatory" beer advertisements in newspapers, in advance of April 7, when the 3.2 law becomes legal, also was considered applicable to radio and other media. While no official comment could be procured, it was indicated in official circles that no action would be taken against radio advertising of a nature that would not mislead in connection with the forthcoming sale and distribution of the beverage.

At the Radio Commission no official statement could be obtained regarding beer advertising. It was pointed out, however, that the prohibition law is in no wise involved, since Congress, in enacting the 3.2 per cent bill, held such beverages to be non-intoxicating. Lacking word to the contrary, it is presumed that the Commission will continue to be guided by the terms of the Radio Law which prohibit it from censoring radio programs, but which allow it to take cognizance of past programs of stations in calling hearings on renewals of licenses. Should it ultimately decide to question the merit of beverage advertising of this character—a course considered decidedly unlikely—it would resort to the license-renewal hearing method.

The national beer act permits advertising of the beverage and of wines in newspapers, magazines and on the air, regardless of the fact that numerous states have not legalized beer. The question has arisen as to whether a newspaper or radio station in a dry state, but with coverage in an adjoining wet state, can carry brewers' advertising. While there has been no official answer from the federal government, it is known that the legal head of at least one dry state has held informally that such advertising over the air is permissible.

Trade Group Refrains

IN RESPONSE to an inquiry from BROADCASTING, C. D. Williams, president of the United States Brewers Association, 55 West 42nd St., New York City, declared the trade association is not contemplating any sort of advertising for the industry as a whole for the present. If and when it does consider such a move, he added, "radio will be a very important item." What individual brewers may do regarding radio advertising is no concern of the association, he said.

Premier-Pabst Sales Co., Chicago, reported in response to a telegraphic inquiry by BROADCASTING, that its plans to advertise Pabst Blue Ribbon will depend "entirely upon state regulations." It added, however, that it does con-

Beer Lineup By States

Almost daily changes are occurring in the lineup of states which have legalized 3.2 per cent beer, as authorized by Congress, effective April 7. Up to March 29, the situation in each of the several states was as follows, according to best information available to BROADCASTING.

Beer sale allowed—Arizona, California, Connecticut, Delaware (in Wilmington only), Illinois, Indiana, Kentucky, Louisiana (from April 13), Maryland (in Baltimore and two counties only), Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota (from July 1), Ohio, Oregon, Pennsylvania, Vermont (from May 1), Washington, West Virginia (from June 9), Wisconsin, Wyoming (from May 18).

Beer sale prohibited—Alabama, Arkansas, Colorado, Florida, Georgia, Idaho, Iowa, Kansas, Maine, Massachusetts, Michigan, Mississippi, Nebraska, New Hampshire, New Mexico, North Carolina, Oklahoma, Rhode Island, South Carolina, South Dakota (subject to referendum), Tennessee (awaits test of law), Texas, Utah, Virginia.

In most of the states in which beer sales appear at this writing to be prohibited as of April 7, action by the state legislatures is pending on the legalization and control of the 3.2 beverage. In many of these states favorable action is regarded certain. The only states that have definitely rejected beer and will continue dry are: Arkansas, Idaho, Kansas, Mississippi, Utah and Virginia.

template advertising nationally and "radio is one of the media we are seriously considering."

Atlas Brewing Co., Chicago, which has distribution on cereal beverages in a score of states and which uses a program each evening over WGN, reported: "It will, of course, be necessary for us to do advertising on a national scale where we have distribution, pending restrictions effective through new legislation."

Blatz Brewing Company, Milwaukee, declared its advertising plans were somewhat indefinite at this time, but that if it used radio it would be through a national chain.

N. Y. C. Stations Busy

AMONG stations in the "beer cities" of pre-prohibition days, such as St. Louis, Cincinnati, New York, Milwaukee and Chicago, there has been feverish activity in the alignment of beer accounts. New York, because of its great concentration of population, has long been preparing for the return of beer, and the independent stations there have been working on and auditioning prospective accounts for months. WOR, for example, as far back as last summer was developing that business, and is understood to have several accounts lined up. WMCA also reports several accounts in prospect.

From Milwaukee, Walter J. Damm, director of WTMJ, reported that he would not be surprised to see at least four beer accounts on that station within the next month. Beer brought lasting fame to Milwaukee in the pre-prohibition days, he telegraphed, and the larger Milwaukee brewers already are inquiring as to available time and appropriate talent. Inquiries also have been received from large breweries in other cities which plan to make a "strong play for Milwaukee patronage," Mr. Damm reported.

St. Louis Station Optimistic

IN ST. LOUIS, home of the Anheuser-Busch and Falstaff breweries, J. L. Van Volkenberg, director of sales and operations of KMOX, said that activity around the breweries "leads us to believe that radio will play a very definite part in bringing beer back to its old popularity." The station some time ago carried locally a program for Falstaff near-beer, and later originated a CBS network program for the producers of the famous Budweiser. "We have program and merchandising plans in the hands of local brewers and are ready to get into action on an hour's notice," Mr. Van Volkenburg stated.

Sidney Flamm, commercial director of WMCA, New York, advises that elaborate programs are being devised to meet the requirements of sponsors of the beverage and render a high type of service and entertainment for the audience. He warned, however, that "infinite care and tact must be exercised to prevent exception being taken by any strata of the radio audience, in the handling of programs."

E. H. Gammons, vice president and general manager of WCCO, Minneapolis, stated that while the

(*Continued on page 32*)

Mr. Hanley

Chevrolet Campaign

CHEVROLET Motor Car Co., which has just extended its Friday night NBC-WEAF series featuring Jack Benny to May 12, has launched a radio contest in which it will give away an automobile a day for 30 days for answers from listeners to the question, "Why I like the Chevrolet Six." Plan is to help build up a local dealer prospect list. Judges will be Thomas P. Henry, American Automobile Association; James Hammond, the DETROIT TIMES, and Henry T. Ewald, Campbell-Ewald Co.

Hanley Appointed To Saltzman Post; Pettey is Secretary

Judge Sykes New Chairman; Shake-up Seen Postponed

WITH THE appointment of James H. Hanley, Omaha attorney, as fourth zone member of the Radio Commission, and the designation of Herbert L. Pettey, of Kansas City, as secretary, continuance of that agency in its present form by the Roosevelt administration is regarded as a virtual certainty for some time at least. The Commission also reorganized March 21 with the election of Judge Sykes as chairman by unanimous vote. The only important post still vacant is that of general counsel.

Both of the appointees are Democrats. Mr. Hanley's nomination, predicted exclusively by BROADCASTING in its March 15 issue, was sent to the Senate by the President March 23 and referred to the Interstate Commerce Committee. Chairman Dill. (D.) of Washington, called a hearing on the Hanley nomination March 29, and his committee rendered a favorable report. Senate confirmation is expected shortly, but Mr. Hanley probably will delay taking office until April 15. Mr. Hanley was named to fill the unexpired term of Maj. Gen. Saltzman, which ends Feb. 24, 1936. Gen. Saltzman resigned last July.

No Shakeup Forecast

THE APPOINTMENT of Mr. Pettey, who also had been mentioned for the fourth zone post, was made by the Commission through an executive order of the President and with the confirmation of the Civil Service Commission. This procedure was necessary to waive civil service requirements, since the new secretary had no civil service status. Mr. Pettey succeeds James W. Baldwin, who resigned Feb. 15 to assume an executive post with the NAB.

The fact that the administration has now given the Commission its full quota of members is seen as some assurance that the Commission will not immediately be abolished or made subservient to some governmental department as has been rumored. Legislation looking toward creation of a Federal Commission on Communications and Power has been reintroduced in the House, but it is destined to lay over until the regular session of Congress next January.

Appropriations Cut Looms

WHILE it is possible for the President, under the broad authority vested in him by Congress to do almost anything he desires with the Commission it is now felt that the most that will happen will be a rather drastic reduction in appropriations, possibly of 25 or 30 per cent. Such a cut would mean the release of a substantial number of subordinate employes.

In that regard, it is stated in administration circles that the Commission's field force, formerly the Radio Division of the Commerce Department, would be most

(*Continued on page 29*)

Brewers Ready for Three Point Two . . .

WITH THE EXCEPTION of those located in dry states, practically all of the cereal beverage plants licensed by the Federal Government to manufacture near-beer prior to the enactment of the 3.2 per cent legalization legislation, already have obtained licenses from the Government to manufacture the alcoholic product and begin distribution as soon after April 7 as their state laws permit, according to the Bureau of Industrial Alcohol, Treasury Department. The following list shows 173 near-beer plants licensed by the Bureau for near-beer manufacture as of March 27:

CALIFORNIA: Cereal Products Refining Corp., San Francisco; El Dorado Brewing Co., Stockton; Fresno Beverage Company, Fresno; Golden West Brewing Co., Oakland; Los Angeles Brewing Co., Los Angeles; Milwaukee Brewery of San Francisco, San Francisco; Rainier Brewing Co., San Francisco; Wielands, Inc., San Francisco.

COLORADO: Adolph Coors Co., Golden; Ph. Schneider Brewing Co., Trinidad; The Western Products Co., Denver.

CONNECTICUT: Wehle Brewing Co., West Haven.

FLORIDA: Jax Ice & Cold Storage Co., Jacksonville.

GEORGIA: Atlanta Ice and Bottling Co., Atlanta.

ILLINOIS: Atlas Brewing Co., Chicago; Bluff City Brewery, Alton; Bosworth Products Co., Chicago; Frank McDermott, Chicago; Monarch Beverage Co., Chicago; Prima Co., Chicago; Irving J. Solomon & Robert M. Magill, Chicago; Receivers for the Schoenhofen Co., Chicago; United States Brewing Co., Chicago.

INDIANA: Berghoff Products Co., Fort Wayne; Kamm & Schellinger Co., Mishawaka; South Bend Beverage & Ice Assn., South Bend.

KENTUCKY: Falls City Ice & Beverage Co., Inc., Louisville; The Certel Co., Louisville.

LOUISIANA: Jackson Brewing Co., New Orleans; Union Products Co., Inc., New Orleans; Merz Products Co., Inc., New Orleans.

DISTRICT OF COLUMBIA: Abner Drury Co., Washington.

MARYLAND: The Cumberland Brewing Co., Cumberland; The Globe Brewing & Mfg. Co., Baltimore; Gunther's Brews, Inc., Baltimore.

MASSACHUSETTS: Commercial Co., Boston; New England Brewing Co. (Haffenreffer & Co. Branch), Boston; Royal and Ancient Co., Ltd., Boston.

MICHIGAN: The Stroh Products Co., Detroit; United Beverage Co., John Lewitz, Trustee, Menominee.

MINNESOTA: Peter Bub, Estate, Winona; Cold Spring Brewing Co., Cold Spring; Engesser Brewing Co., St. Peter; The Fitger Co., Duluth; E. Fleckenstein Beverage Co., Faribault; Gluek Brewing Co., Minneapolis; Theo Hamm Brewing Co., St. Paul; August Schell Brewing Co., New Ulm; Jacob Schmidt Brewing Co., St. Paul.

MISSOURI: Anheuser - Busch, Inc., St. Louis; Falstaff Corp., St. Louis; M. K. Goetz, Brewing Co., St. Louis; Schorr-Kolkschneider Co., St. Louis.

NEBRASKA: Storz Beverage & Ice Co., Omaha.

NEVADA: Carson Brewing Co., Carson City; Reno Brewing Co., Inc., Reno.

NEW JERSEY: Burton Products Co., Paterson; Eureka Cereal Beverage Co., Inc., Paterson; Harrison Beverage Co., Harrison; G. Krueger Brewing Co., Newark; Peoples Brewing Co., Trenton; The William Peter Brewing Corp., Union City; Union City Brewing Co., Union City; Camden County Beverage Co., Camden; Superior Manufacturing Co., Newark; Union Brewing Co., Newark.

NEW YORK: American Brewing Co., Rochester; John Eichler Brewing Co., New York; Christian Feigenspan, (a corporation trading as Dobler Brewing Co.), Albany; Fidelia Brewery, New York; Haberle Beverage & Products Co., Syracuse; Edward B. Hittleman Brewery, Brooklyn; Interboro Beverage Corp., Brooklyn; Iroquois Beverage Corp., Buffalo; Liebmann Breweries, Inc., Brooklyn; Lion Brewery of N. Y. C., New York; Loewer's Gambrinus Brewery Co., New York; Michel Brewing Co., Brooklyn; North American Brewing Co., Brooklyn; Piel Bros., Inc., Brooklyn; Rubsam & Horrman Brewing Co., Stapleton, S. I.; Jacob Ruppert, New York; The F. & M. Schaefer Brewing Co., Brooklyn; John F. Trommer, Inc., Brooklyn; The West End Brewing Co., Utica.

OHIO: Belmont Products Co., Martins Ferry; Bruckmann Co., Cincinnati; Buckeye Producing Co., Toledo; Cincinnati Beverage & Products Co., Cincinnati; Cleveland & Sandusky Brewing Co., Sandusky; Chris Diehl Brewing Co., Defiance; Destal Products Co., Bucyrus; Eilert Beverage Co., Cleveland; Hollenkamp Products Co., Dayton; Koch Beverage & Ice Co., Wapakoneta; Miami Valley Brewing Co., Dayton; Pilsener Ice, Fuel & Beverage Co., Cleveland; Renner Prod-

(*Continued on page 10*)

Near-Beer Proves Radio For 3.2 Brew

Abner Drury Co. Revitalized by Broadcast Campaign; Brewer to Double Air Advertising After April 7

By HENRY J. KAUFMAN
Henry J. Kaufman, Advertising
Washington, D. C.

WHEN the Abner Drury Co. decided to go on the air almost a year ago, its campaign was intended to sell near-beer only. Prospects for the return of an alcoholic brew were slim at that time. A program designed to attract young people and thereby create a beer taste among those listeners who could not remember the pre-prohibition days increased sales as much as 400 per cent. So successful, in fact, was this and a subsequent venture that this Washington brewer now plans to use two stations to advertise the 3.2 per cent brew.

Mr. Kaufman

"FOR THREE years after prohibition, we made profits—healthy profits, but we're not making money today." I get a big laugh on recollection of this greeting from Abner Drury, Washington brewer, almost a year ago, when I think of the optimistic activity which is making his plant hum today. It was his bulldog determination that kept the plant alive through a period which witnessed the passing of so many once-powerful breweries.

Only the foresight and courage displayed by him and his father (the founder) kept the plant going after the Congressional death sentence of 1917. True they had a good product and enjoyed the highest volume of sales for near-beer in their territory, but that wasn't enough; they weren't coming out on the right side of the ledger. And, to make matters worse, the past 12 years had given bootleggers and speakeasies a chance to popularize hard liquors and wines and to cut near-beer sales to less than half the volume of real beer days.

Rides on Reputation

THERE must be something to a product that could hold its own for the first three years without any sales promotion or advertising to help stem the outgoing tide of business. Evidently, the Drurys thought advertising would do no good at that time or that the wave of good business which they had been riding would carry them through the coming years. The results proved it to be ill-advised, however, and The Abner Drury Company engaged us to help stage a comeback. In spite of the sorry state most breweries seemed to be in at that time, we really had good tools to work with. The Abner Drury name still carried prestige. It had maintained quality, and its famous old brewmaster, on the job 35 years, was still at it. Around him we built our story and on radio we pinned our hope.

We had many successful campaigns directed solely through the medium of newspapers, but feeling that we had to create a new market for near-beer, and sensing the fruitful field that lay in the undeveloped beer-taste of the younger generation, we agreed that this element would be more susceptible to the sugar-coated selling of a good radio program, built up with the aid of limited newspaper and outdoor display.

It was late in May when my agency was given its assignment—really too late to start a near-beer campaign. Our barrage couldn't get under way before June, and could hardly make itself felt before a waning summer would bring it face to face with a waning market (beer has always been considered a hot weather drink); so we adopted every general medium that would quickly reach the great mass of people. Newspapers and carefully selected billboards were placed on schedule, and these two media were utilized on a basis which gave each a dual job—that of not only selling the product but also the radio program on which we had built so much hope.

On the radio we planned to play up Karl Egolf, the man who was responsible for "Royal Pilsen", the original Drury brewing formula which was altered only in alcoholic content. This inspired the slogan "The Brew With Everything BUT!" During the program we gave due emphasis to the reduction from 15 to 10 cents a bottle. This last feature brought Royal Pilsen in line with competition but still let it suffer in comparison with "Abner Drury's Light and Abner Drury's Dark Brew" which sold for five cents a bottle in chain stores, or six bottles for a quarter.

Appeals to Youth

IT WAS this companion product which had made the Abner Drury set-up so difficult. Abner Drury himself agreed that failure to control this cheaper brand through advertising—and dependence on the stores to push it—had put him at their mercy. The chain stores were using it as an occasional "price-leader" and the independents were dropping it because they couldn't compete. In his anxiety to maintain volume he had completely ignored the hitherto profitable "Royal Pilsen" brand, which had consequently suffered to such an extent that it was almost out of the picture. So by first bringing the price down within popular reach we were enabled through the sincere cooperation of the plant to get the sales force behind "Royal Pilsen."

The radio program was planned to appeal to the younger generation. A dance band from Washington's most popular night club was selected to back up an excellent woman vocalist. "The Brewmasters" and "Princess Pilsen", although offering nothing startlingly original, seemed to make a hit from the start. The public didn't want a heavy program—summer laziness made just such a simple program all the more effective. That it was effective is attested by the fact that in August "Royal Pilsen" sales were four times greater than the corresponding period of the previous year.

Billboards were eliminated after August, and newspaper copy carried on a much smaller scale. The radio compaign on WRC was continued through October, and the last four months of 1932 tripled the volume of the preceding year.

Sales Force Cooperation

OF COURSE, this couldn't have been accomplished without the organized sales effort Abner Drury put behind the campaign. The advertising not only created public interest and demand but was a much needed pep injection for the sales organization. The retailers began to sense activity that they felt was a forerunner of the very events which are transpiring today, although it must be confessed that Abner Drury and we who were handling the advertising were only trying to make the best of a situation that appeared to have little chance of changing for a long, long time.

Anyway, all these factors combined to create a far more pleasing picture even though it could hardly have restored the brewery to its pre-prohibition activity. The best feature was the greatly increased number of new outlets which would offer additional opportunities for increased volume next season. In December, the Abner Drury Company was reorganized. Its new blood had a flair for modern merchandising methods drawn from recent successful organization and operation of one of the nation's greatest ice cream chains and experience in directing the destiny of a big international fruit beverage company. This combined with the solid experience of the old Abner Drury executives to put new force and greater finances into the brewery.

Elephant Charm Premium

HAPPILY, the new officers also were open-minded and worked in perfect accord with the agency. They proceeded far in advance of the natural beer season to put into action the same type of sales promotion that had proved successful at the end of the previous season—a radio program, with a youthful appeal—only this time it was the mystery thriller "Rajput". The "hook" in this campaign was a lucky elephant charm which helped merchandise the product in larger units because we gave the elephants away with every written request accompanied by six Royal Pilsen bottle caps.

We felt that most people were superstitious to a certain degree, and that in these depressed times particularly such a good luck charm would have an unusual appeal. To make six bottle units easier to sell, a "six bottle party package" was introduced—something new for near-beer.

We're still selling Karl Egolf and his brewing formula which has remained unchanged for 35 years. That lucky elephant, which is tempting the public three nights weekly on WJSV, seems to be a real sales help. It has given grocers something to suggest as a sales incentive in addition to the product. It has created comment and sly kidding among friends who have displayed their so-called silly superstition by flashing the elephant. It has created interest in a product that has always been a dead issue during winter months, and it has proved, too, that advertising knows no season.

Strange to say, all the publicity that has attended recent Congressional beer legislative activity has hurt rather than helped the sale of near beer. People do not care for the "nearest thing" when the "real thing" seems so close at hand. Grocers do not want to stock up with a product that may soon become obsolete, and brewers do not want to shove out the dealcoholized product when leaving it in its original state for a few weeks will make it all the more valuable. Yet the radio advertising carried through this February and March has set new "highs" for "Royal Pilsen" in spite of seasonal and psychological disadvantages. So when real beer arrives, we are going to launch a dual radio campaign utilizing two stations, the one which created preseason activity as well as the one which helped build up sales during the normal seasonal decline.

Studying Radio

WHETHER radio advertising offers any advantages to department and specialty stores is being made the subject of a study undertaken by a special committee of the National Retail Dry Goods Association, 225 West 34th St., New York. Secretary of the association is Channing E. Sweitzer.

Postal Rules Modified For Fan Mail

Stations May Forward Letters to Advertisers in Bulk Without Payment of Additional First Class Fees

Mr. Donnelly

MAKING possible a savings of thousands of dollars annually to the broadcasting industry, the Post Office Department has rendered a new interpretation of the postal regulations governing the handling of radio fan mail, under which such mail may be forwarded from station to program sponsor via essential intermediaries without payment of additional first class postage.

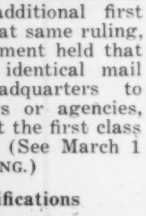
ALL MEMBERS of the broadcasting industry will rejoice over the Post Office Department's new ruling on the forwarding of fan mail from stations to program sponsors. Thanks to counsel for WGN, Solicitor Donnelly has decided that fan letters may be forwarded in bulk from stations to advertisers without payment of additional first class postage. This new interpretation, which will save the industry thousands of dollars each week, is particularly welcome at this time when expenses are being trimmed to meet lowered budgets.

The practical effect of the ruling, handed down March 16 in answer to a series of questions propounded in behalf of WGN, Chicago, by its Washington attorneys, Louis G. Caldwell and Arthur W. Scharfeld, is to eliminate all important restrictions heretofore invoked on the movement of such mails. Up to this time the department has required that all audience mail forwarded from station or network to program sponsor or agency should carry additional first class postage at the regular rate.

Has Cost Thousands

Mr. Caldwell

SINCE the advent of broadcasting as a commercial enterprise hundreds of thousands of dollars have been spent by stations, agencies and advertisers in forwarding fan mail because of the Post Office's interpretation of the law giving it a monopoly of carrying the mails to prohibit the forwarding of radio mail without the payment of three cents per fan letter (under the current scale), regardless whether the letters were shipped in bulk by express or some similar method.



Mr. Scharfeld

The new ruling follows a revision of the regulations Feb. 15 in which the department held that network-affiliated stations may forward such mail, unopened, in bulk, via fourth class parcel post, without payment of additional first class postage. In that same ruling, however, the department held that in forwarding the identical mail from network headquarters to sponsors, advertisers or agencies, additional postage at the first class rate was necessary. (See March 1 issue of BROADCASTING.)

Previous Modifications

LAST DECEMBER the department, on inquiry of CBS, ruled that fan mail might be forwarded from affiliated-station to network headquarters by express or similar method, without payment of additional first class postage, but not by parcel post. The Feb. 15 ruling broadened the scope of the December decision to cover parcel post, but did not touch upon the most important issue—namely the movement of mail from station to sponsor without payment of additional first class charges.

It was after the issuance of the Feb. 15 order that Messrs. Caldwell and Scharfeld, in the interest of WGN, decided to request a ruling on this broad question, the benefits of which naturally would be and are made available to the entire industry—advertisers, agencies, networks and stations alike. Both of the previous rulings, Mr. Scharfeld pointed out in his letter to the department, were made with particular reference to chain stations. He explained that the purpose of his inquiries was to determine how far these regulations would apply to independent or non-chain stations.

No Class Distinctions

MR. SCHARFELD'S inquiry was submitted by the department to Horace J. Donnelly, its solicitor, who held, first, that the fan mail rulings apply with equal force to network and non-chain stations and that no distinction is made by the department between classes of stations. Throughout his ruling, Mr. Donnelly emphasized that fan mail must be forwarded unopened to the sponsor, to be eligible for handling without additional first class postage.

"If the fan mail is to be opened by some person before it reaches the advertiser, it may not be sent outside the mails to such person without payment of postage", Solicitor Donnelly held. "If, on the other hand, it is handled one time or several times before it reaches its ultimate destination, viz., the office of the sponsor of the program, but is not opened by anyone before it reaches such sponsor, it may be sent otherwise than by 'letter' without violation of the private express statutes."

With millions of fan letters received annually by stations to be forwarded to sponsors, the postal regulations heretofore have made this a major problem, particularly for the networks. The ruling of last December, relaxing the requirements as to the movement of fan mail from affiliated stations to network headquarters, is understood to have resulted in a savings of about $3,000 a month to NBC alone.

In the case of WGN, Mr. Scharfeld informed the department that if audience mail sent directly to the station had to be forwarded to the out-of-town sponsor at first class rates, the postage required in many instances would exceed the revenue derived by the station from the broadcast. A 10,000-letter return on a particular program for an out-of-town sponsor, for example, would mean payment of $300 in additional postage should the first class rate apply.

Text of WGN Letter

THE LETTER which elicited the ruling, dispatched on March 8 by Mr. Scharfeld, follows in full text:

This letter is written for the purpose of obtaining a ruling of the Post Office Department with respect to the handling of "audience" or "fan" mail received by radio broadcasting stations.

It is my understanding that two rulings relative to the handling of such mail have already been made by the department. The first, which was embodied in a communication to the Columbia Broadcasting System, Inc., dated Dec. 2, 1932, declared that letters received by a broadcasting station for program sponsors which are not opened by the station but are merely assembled and counted for notation on the stations records, may be forwarded, by express or other similar method outside of the mails without the payment of postage, from the broadcasting station to the headquarters of the network, provided they are not opened upon receipt at the headquarters. The second ruling in a letter to postmasters, dated Feb. 15, 1933, provides that the class of mail hereinabove referred to may be mailed in bulk by the receiving station to the headquarters of the broadcasting network with postage prepaid at the fourth class or parcel post rates computed on the bulk weight of the parcels. Apparently both of the foregoing rulings were made with particular reference to chain stations and I am, therefore, anxious to deter-

(*Continued on page 34*)

Wynn Net Opening Off Till April 10

Studios Leased in New York; WPEN Head Withdraws

AGAIN deferring plans for the opening of his new network, previously scheduled to start in March, Ed Wynn, radio and stage comedian, has leased studios and headquarters for The Amalgamated Broadcasting System, Inc., and The Amalgamated Artists Bureau, Inc., promising to occupy the premises by April 1 and to begin network operations "about 10 days later."

Mr. Wynn has leased two floors at 501 Madison Ave., a 30-story building at the northeast corner of 52nd Street in New York City, which he announces will be called The Amalgamated Broadcasting Building. The gross area approximates 10,000 square feet and an option of an additional 27,000 square feet was taken. Seven studios are contemplated.

At a dinner to the radio press in New York March 10, Mr. Wynn announced that the first segment of the new network would begin by March 24. He told of plans to link six stations along the Eastern Seaboard as a start, and to introduce an entirely new type of commercial program wherein the advertising would be limited to 30 words at the beginning and end of each program. (See March 15 issue of BROADCASTING.)

Stations aligned for the opening of the network were announced as WCDA, New York; WOAX, Trenton, WDEL, Wilmington, WPEN, Philadelphia, WCBM, Baltimore, and WOL, Washington. Eventually, it was stated, 100 stations will be hooked up. Since then it is understood that the Trenton outlet possibly would not participate, and that Paul F. Harron of Philadelphia, principal owner of WPEN and closely associated with Mr. Wynn on the project, has decided to withdraw.

Lucky Strike Move

PENDING the suspension of its remaining network broadcasts, American Tobacco Co., New York, announces that its Lucky Strike "magic carpet" one-hour programs on the NBC-WEAF network will carry commercial announcements not to exceed one minute and one-half for the whole hour. Having recently dropped its Saturday night period, Lucky Strike is scheduled to suspend its Tuesday night broadcasts April 4 and its Thursday night hour June 29. Jack Pearl, featured on Thursday nights, is going to Hollywood to make a movie, but is expected back on the air, possibly for Lucky Strike, on Oct. 5.

Radio Jig-Saws

JIG-SAW puzzles made from photographs of staff artists of WLS, Chicago, have proved highly popular with the audience, and are reported to be a lucrative sideline. They are sold to fans for 25 cents each.

Radio Sells Even When Banks are Closed

By LEWIS ALLEN WEISS
Assistant General Manager, WJR, Detroit

Department Store Sets Six-Year Mark in Luxury Sales Through Persuasive Shopping News Broadcasts

Mr. Weiss

DID THE MICHIGAN banking holiday put a damper on merchandise business in Detroit? Certainly not for one leading department store that resorted to radio to express its confidence in the community and to advertise special sales in non-essential articles. Intrigued by the enthusiastic accounts of bargains given nightly by Billy Repaid, crowds flocked to the store and fairly swamped sales folk with demands for rowing machines, silverware and silks. And 92 per cent of the sales were for cash! If a department store can set records by using radio during a banking holiday, what may other department stores do during normal periods?

"WHAT'S happening in Detroit?"—the country wanted to know as the Motor City passed into the fifth week of its banking holiday.

Well, there was no dancing in the streets nor pelting with flowers, exactly. But people were spending money in increasingly gratifying amounts, for commodities advertised over WJR, with a timely, interesting appeal.

"I'll find the item; you dramatize it;" this was the rule laid down by Miss Mary Murphy, advertising manager of Kern's Department Store in Detroit, which sold an amazing quantity of goods for cash during the few weeks when the common assumption was that there was no money in circulation. These outstanding sales were made on luxury items—a carload and a half of rowing machines, a tremendous quantity of Rogers Silverware, thousands of yards of silk and similar non-necessities.

Sales for Cash

AND 92 per cent of the sales were for cash! This was not a sacrifice sale; it was all new merchandise, advantageously purchased and sold at a profit. The facts behind this story represent one of the best briefs that radio has yet presented.

On the day the banking holiday was declared, Kern's, one of the largest department stores in the state, led off with this message of assurance to WJR listeners: "The Ernst Kern Company regards this a fitting time at which to express its abiding confidence in the community that it serves, and in the financial institutions that serve it. Present conditions warrant that we all maintain a steady hand at the helm, and Kern's proposes to remain at the post, as it has for fifty years, serving the merchandising needs of Detroit. Kern's invites you to buy as you had intended to in the next 10 days; your integrity was respected at Kern's yesterday, and so it will be in all the tomorrows that are to follow".

Right on the heels of this announcement, while timid merchants talked of closing their doors, came the series of radio dramatized selling events that proved Detroit's willingness and ability to buy.

Unusual Appeal Sought

"WE'LL FIND the items", Kern's promised. "We can't afford to advertise anything that isn't vital in its quality, in its public appeal, in its acceptance; we're doing nothing for the sake of presentation alone; we've got to have at least one punchy dramatized event for the day, that will really sell—that will carry the store; and that, if anything, will save the day."

Here, if ever, manner of presentation was all-important; ears were strained to the radio for news. To match the tempo of the day, to plant an idea in minds crowded and puzzled with the fast-moving events of banking holiday and inauguration, the appeal must have a personality behind it—be dynamic, spontaneous; optimistic, yet not flowery. No ordinary device under the guise of fashion or good will could hope to do the job.

Announcer's Personality

WJR'S News Reporter, Billy Repaid, was selected to present Kern's "Shopping News of the Air". His is no rambling account of bargains noted here and there, in the hope that one of them might strike your fancy. In his own characteristic style he describes the two or three carefully selected items, with a vitality and enthusiasm that cannot be simulated—a reflection of his own intense interest and appreciation that transmits itself to a listener, and causes him to decide, "That's something I've always wanted; if I never do anything else in my life, I've got to get downtown and buy it".

This five-minute shopping feature is broadcast nightly, except Saturday. Because the spending of money is now a matter that requires family discussion and an OK from the head of the house, it occurs around 8 o'clock. Dinner over, the paper read, it is the most favorable time for selling approach. Men, accustomed to hearing Billy Repaid's crisp concise comments on the day's news, like to listen. He uses no oratory, no soft voiced poetic style in announcing. In his straightforward, humorous manner he can make Kern's special bargains in lingerie, thumbtacks or washing machines become an imperative reason for a trip downtown.

But let Billy Repaid tell you; here he is, in Kern's "Shopping News of the Air"!

Rapid-Fire Chatter

"GOOD EVENING, Ladies and Gentlemen. Say, I've been having the greatest time this afternoon, and you can't guess what I've been doing. What?—no, you're all wrong—I've been rowing, yes really rowing. You don't believe me?—Well, here's the way it was—You see I went down to Kern's this afternoon to take advantage of some of those great bargains at Kern's Golden Jubilee Sale, and while I was there I went up on the ninth floor, and there, lo and behold, rowing machines—not one or two or three but hundreds and hundreds of them—yes sir, believe it or not Mr. Ripley, a whole carload of them. Fine strong rowing machines that are just what everybody needs to keep in shape and get the exercise that is so necessary to every one of us.

"Now, when I say 'rowing machines' you probably think of a great big bulky outfit weighing about two hundred pounds that you need a whole gymnasium to set up in—well, that's what I thought too, but you ought to see *these* machines. Light—why you can pick one up in one hand without any trouble and can stow them away anywhere, in the closet, behind the door or under the bed, and then, when you want to use it pull it out and it won't take up over three or four feet of floor space. And are they strong and substantial? Believe you me, they sure are.

"You know, I tried one of them down there at Kern's, this afternoon and decided that I'd give it a real work-out and see if it really was as substantial as it looked. Well, I went to work on that rowing machine and it didn't take me long to find that here was a piece of equipment that really could 'take it'. They call this device the 'Row-Fit' and you known that experts all agree that there really is nothing like rowing to give one just the exercise needed, either for reducing or building up the physique. And rowing isn't all that this 'Row-Fit' is good for, not by a long shot.

Stresses Low Price

"IT'S SO constructed that it can be used in any number of different ways to give every muscle in the body the proper work-out, and every member of the family can use it too—the variable tension makes it suitable for men, women and children. But say, here was the biggest surprise. I asked the buyer at Kern's what these rowing machines were to be sold for, and what do you suppose he told me? No, not ten dollars, no, not even five, but just one single solitary dollar—yes sir—for only one dollar, one buck (eight bits to you) you can take one of these 'Row-Fit' machines home and the whole darn family can get more exercise than they formerly could with a whole gymnasium full of chest-pulls, bars, dumbbells and medicine balls, and all for only one dollar up on the ninth floor of Kern's, at Woodward and Gratiot.

"And by the way, while I'm still on the subject, there's going to be a lot of very lovely young ladies demonstrating these rowing machines on the fourth and sixth floors tomorrow so you'd better go down and see just what great buys these are. And now I'll let you in on a little secret, among all these beautiful girls will be Miss Michigan, the state's prize winner—in the beauty contest—so I'll be seeing you at Kern's tomorrow."

Sells Silverware

ON THE DAY after this broadcast, Kern's sold 410 rowing machines, at $1 each. The second night, Billy Repaid suggested that listeners telephone orders in, and that 10 cents extra would be charged for delivery. Telephone orders were received for 300 more machines.

Three Detroit stores offered 1847 Rogers Brothers Silverware at half price. Kern's, advertising by radio, sold over $1,000 worth the

(*Continued on page 26*)

A.&P. Proves Value of Price Quoting

Close Check on Increased Sales of Featured Products Leads Grocery Chain to Add Three Programs

DETERMINED to find out in actual figures the effect of its national radio advertising program at the point of sale, i. e., its 14,000 retail stores, The Great Atlantic & Pacific Tea Company a year ago began an exhaustive survey. The results just revealed by the grocery chain's statistical department are amazing.

Not only did the inquiry (just made the subject of a comprehensive report by the A. & P. statistical department) prove unquestionably the selling power of radio, but it likewise proved just as conclusively the value of price quotations over the air. A. & P. found that the average weekly sales of commodities on which prices were quoted over the NBC-WEAF network increased 173 per cent, whereas those mentioned by name without price gained but 29 per cent.

Basis of Comparison

THE TESTS were conducted from May to November, 1932, under two headings: first, to determine what sales increases could be obtained from mentioning the names of commodities only, and second, to ascertain the increases from mentioning both the name and the price of an item of merchandise. Each product was featured in turn.

All increases were based on sales during the week in which each product was featured on the air as compared with the average sale of that commodity for the previous six weeks. This base, as an additional check for accuracy, was compared with sales during the corresponding period in 1931.

No supplementary advertising or promotion was used during this experiment. In fact, dealers were warned against unusual displays or advertising tie-ins, though, of course, no restrictions were placed on the driving power of sales force.

Data on 11 Products

SEEKING an answer to the question of whether price quoting pays, the A. & P. statistical department got emphatic affirmative answers for 11 different grocery commodities. The following tabulation shows the public response to price quotations over NBC:

Products	Per Cent Increase	Stores Reporting
Q.M. Beans	83	14,666
Coffees	14	10,266
Grape Juice	89	14,806
Q. M. Ketchup	166	14,448
Encore Macaroni	151	14,800
Ann Page preserves	200	15,393
Rice	186	14,562
Salmon	54	15,108
Blue Peter Sardines	221	12,968
Shrimp & Crabmeat	122	14,828
Sparkle Gelatine	222	14,549

Although the item of coffee brought the smallest increase, it was one of the most impressive figures from the point of view of A. & P. executives. Each year the grocery chain spends approximately $1,000,000 to advertise its special brand of coffee in the newspapers. Yet a week's featuring of it on the NBC program brought an additional 14 per cent gain.

Sales in Millions

INCREASES in the sale of price-tagged products in the several geographical areas reached by NBC are classified as follows: New England, 145 per cent; eastern division, 136 per cent; southern division, 136; central division, 156; middle western division, 244; central western division, 219.

These increased percentages ran into millions of units, moreover, and are not based on small index figures as are many statistical studies. For instance, price quotations on Encore macaroni resulted in an increase of 1,292,082 sales one week, while Sparkle gelatine sales gained 1,283,237 when its turn came.

Another significant fact brought out by the A. & P. statistical department was that each week of the radio test showed an average of 251,816 additional customer-sales. A customer-sale represents one complete purchase by one customer (for instance, if a customer buys four cans of sardines, that is recorded as one purchase and not as four purchases).

Thus, after eight consecutive years on the air, A. & P. is firmly convinced that radio advertising pays and that price quoting on the air pays. So pleased are its executives with results from "The A. & P. Gypsies" on NBC-WEAF that three additional programs were recently inaugurated on NBC-WJZ. These are "Maud and Cousin Bill", sketches by Booth Tarkington; "George Rector's Cooking School for Children"; and "Our Daily Food" with Judge Gordon and George Rector.

NBC Names McClelland Sales Head, Cuts All Pay

Mr. McClelland

A NEW SHIFT in the executive staff of NBC makes George F. McClelland vice president in charge of sales and Roy Witmer vice president and eastern sales manager. At the same time persistent rumors that M. H. Aylesworth, president of NBC and RKO, will resign from NBC to devote all his attention to RKO are flatly denied in official sources.

Mr. McClelland since last fall has been assistant to Mr. Aylesworth in both his NBC and RKO activities. His new post brings him back to NBC exclusively.

Effective April 1, a new 10 per cent salary cut for all employes earning over $1,000 a year has been ordered by Richard C. Patterson, vice president and general manager. It was explained this was due to business conditions, and a restoration of former salaries was promised when conditions improve. The first NBC salary cut was ordered Sept. 1, last.

Dr. Jolliffe Maps U. S. Service Area

Dr. Jolliffe

A ROUGH estimate of radio station coverage in the United States discloses that approximately 90 per cent of the population and 50 per cent of the territory "are in the good service area of at least one broadcast station", according to Dr. C. B. Jolliffe, chief engineer of the Radio Commission.

In an address in New York March 14 before the communications group of the American Institute of Electrical Engineers, Dr. Jolliffe discussed little-known aspects of the Commission's technical tasks. He titled his address "Dividing Up and Monitoring the Ether".

Small But Powerful

REGARDING broadcasting, Dr. Jolliffe declared that the broadcast spectrum, 550 to 1500 kc., occupies only 5 per cent of the frequency spectrum now used and the 600 broadcast stations represent less than 1 per cent of the total number of radio stations in the United States. "However, broadcasting occupies more than 50 per cent of the time and personnel of the Commission, and when the newspapers report our work it is almost 100 per cent about broadcasting", he added.

Discussing radio coverage, Dr. Jolliffe said that on an average the business section of a city requires a higher signal strength than residential or rural sections. Adequate service for the business section of a city from even a 50 kw. station is obtained only for 32 miles and for lower power stations it is much less, he pointed out.

Walter C. Evans Radio Head of Westinghouse

Mr. Evans

APPOINTMENT of Walter C. Evans as manager of the radio department of Westinghouse Electric & Manufacturing Co. was announced April 1. He will retain his former duties as manager of radio broadcasting, with full supervision over KDKA, KYW, WBZ and WBZA, and in addition will have entire charge of the sale, engineering and manufacture of Westinghouse radio apparatus.

Still in his early thirties, Mr. Evans began his career with Westinghouse in 1921 as operator at KYW, but he won rapid promotion to his present executive capacity. He will make his new headquarters at the Chicopee Falls, Mass. plant of Westinghouse and will report directly to the vice president and manager.

Licensed Brewers

(*Continued from page 6*)

ucts Co., Akron; Star Beverage Co., Minster; August Wagner & Sons Products Co., Columbus; Cleveland Home Brewing Co., Inc., Cleveland; Cleveland and Sandusky Brewing Co., Cleveland; Renner Co., Inc., Youngstown; Standard Food Products Co., Inc., Cleveland.

OREGON: Blitz Weinhard Co., Portland; Wm. Roesch, Pendleton.

PENNSYLVANIA: John F. Betz & Son, Ltd., Philadelphia; Brownsville Brewing Co., S. Brownsville; Allan V. Buffington, Allentown; Bushkill Products Co., Easton; Du Bois Brewing Co., Du Bois; The Erie Brewing Co., Erie; Geo. Esslinger & Son Brewing Co., Philadelphia; Fort Pitt Brewing Co., Sharpburg; Goenner & Co., Johnstown; Mary L. Groupner Est. t/a Robt. H., Groupner Mfg. C. B., Harrisburg; Health Beverage Co., Reading; Horlocher Brewing Co., Allentown; Jacob Hornung Brewing Co., Philadelphia; Independent Brewing Co. of Pittsburgh (Duquesne Brewery) Pittsburgh; Matthew Kelley, Pottsville; Louis F. Neuweiler's Sons, Allentown; Henry F. Ortlieb, Philadelphia; Harry J. Osterstock, Easton; Pennsylvania Central Brewing Co., (E. Robinson's Sons Dept.) Scranton; Philadelphia Beverage Co., Inc., Philadelphia; Pittsburgh Brewing Co., (Iron City Brewery), Pittsburgh; Adam Scheidt Brewing Co., Norristown; C. Schmidt & Sons, Inc., Philadelphia; Stegmaier Brewing Co., Hanover Township; Stegmaier Brewng Co., Wilkes-Barre; Trainer Brewing Co., Philadelphia; John Jacob Wolf, Inc., Philadelphia; D. G. Yuengling & Son, Inc., Pottsville; Eagle Brewing Co., Catasauqua; Chas. D. Kaier Co., Inc., Mahonoy City; Pilsener Brewing Co., Hazelton; St. Mary's Beverage Co., St. Mary's, and Victor Brewing Co., Jeannette.

SOUTH DAKOTA: Huron Beverage Co., Huron.

TENNESSEE: William Gerst Brewing Co., Nashville.

TEXAS: Alamo Foods Co., San Antonio.

UTAH: Becker Products Co., Ogden.

WASHINGTON: Columbia Brewing Co., Takoma; Hemrich's, Inc., Seattle; Inland Products Co., Spokane; Spokane Brewing & Malting Co., Spokane.

WISCONSIN: A. B. Bechaud, Fond du Lac; Berlin Products Co.; Berlin; Val Blatz Brewing Co., Milwaukee; Blumer Products Co., Monroe; Cream City Products Co., Milwaukee; Fauerbach Brewing Co., Madison; Foxhead Waukesha Brewing Co., Waukesha; A. Gettelman Brewing Co., Milwaukee; Gutsch Products Co., Sheybogan; G. Heileman Brewing Co., La Crosse; Independent Milwaukee Brewery, Milwaukee; J. Leinenkugel, Chippewa Falls; Manitowoc Products Co., Manitowoc; Miller High Life Co., Milwaukee; The Oshkosh Brewing Co., Oshkosh; Pabst Corporation, Milwaukee; The Peoples Brewing Co., Oshkosh; Potosi Brewing Co., Potosi; Rahr Brewing Co., Oshkosh; Jos. Schlitz Beverage Co., Milwaukee; Jos. Schwartz Brewing Co., Hartford; Sheboygan Brewing Co., Sheboygan; Star Brewing Co., Lomira; Stevens Point Beverage Co., Stevens Point; West Bend Lithia Co., West Bend; Two Rivers Beverage Co., Two Rivers.

Sales Clinching Power of Spoken Word

By W. H. COULSON*
Commercial Manager, WHAS, Louisville Courier-Journal

Radio Called Nearest Approach to Direct Merchandising; Program Appeal Determines Size of Audience

Mr. Coulson

THIS ENTHUSIASTIC indorsement of radio might appear to have been delivered at a broadcasters "pep" meeting; as a matter of fact, it was directed chiefly to a gathering of newspaper editors. The speaker-author is an executive of one of the leading newspaper-owned stations and consequently is hardly prejudiced against the press. He points out that the radio has enhanced the value of the printed word by the emphasis it places on words and phrases. The receptivity of the advertising is shown by the numbers who wait up for late commercial programs.

LET US TUNE around the dial. We are immediately conscious of one great difference. Radio reaches us through the ear instead of the eye. *Radio capitalizes on the spoken word.* We are all conscious of the power of speech. In the main, it is the spoken word that lawyers depend upon to influence juries; that politicians resort to to gain elections; that preachers depend upon to win souls; and even the love sick swain uses his homely eloquence to make the light of his love say, "Yes."

While all other mediums assist in familiarizing the prospect with the product and lower sales resistance, in the ultimate it is the direct sales contact which closes the deal. Radio is the nearest approach to direct sales contact of any form of advertising. Through radio, the advertiser enters the family circle as an invited guest. He puts the family in a most receptive frame of mind through his clever entertainment and then at the proper moment, from a prepared script, each word of which has been carefully weighed, and with dramatic enthusiasm and emphasis, he tells his story to millions at one time.

Taught to Emphasize

IN THIS PHASE of radio advertising we can cooperate beautifully with the other mediums. Permit me to illustrate with the Lucky Strike account. I shall refer to this account several times, not that I own any American Tobacco Company stock, nor do I smoke Luckies. I can't even say that I approve of their style of advertising, but they are big advertisers, they have been highly successful and they have used virtually every medium. About the time of their, "Consider Your Adam's Apple" campaign, I used to keep a copy of the SATURDAY EVENING POST on my desk.

In discussing radio with a client, I would hand him the copy of their ad and ask him to read it aloud. He would read, "*Lucky* Strike, the *finest* cigarette you *ever* smoked, made of the *finest* tobaccos, the *cream* of the *crop.*" I would then stop him and ask him if that was the way he normally read an ad. No—Edward Thorgerson had taught him to read it as they wanted it read. Thus radio enhances the value of the printed word.

Now, to further illustrate the value of the spoken word, permit me to call your attention to a tremendous market that can be reached by radio alone. Of the 120,000,000 people in our country approximately 28,000,000 are between five and sixteen years of age. During this age they are not influenced to any degree by visual advertising. You say, "What is the difference? They haven't any money to spend." But don't forget, these youngsters exercise great influence over those who have the power to spend. And these youngsters of today represent the buying potential of tomorrow. We are educating them ten years sooner than we normally would.

Wins Over Children

GENE AND GLENN induced my babies to eat Quaker Oats when we failed utterly to get them to eat any cereals. For this we were duly thankful. Observe the number of children programs on the air. At present our station has 20 fifteen-minute and half-hour children programs on the air and six more periods to start shortly.

Let's turn the dial again. This time to any place where two or more congregate. We overhear one say to the other, "Did you hear Amos 'n' Andy last night?" or, "What did you think of the March of Time?" *Radio is a topic of conversation, and when they talk about it they are talking about somebody's advertising.* An official of N. W. Ayer & Son recently told me that not advertising itself but the comment it created was what counted. I can understand the satisfaction George Washington Hill, president of the American Tobacco Co., must have today when he knows that thousands upon thousands of people in America are awaiting for him to come on the air with Baron Munchausen.

Obligation to Buy

AGAIN there is an opportunity for other mediums to cooperate, but this time it has a reverse English. We recommend to our clients that they run newspaper advertisements calling attention to their program. We use the mail to notify distributors, jobbers and dealers of a new program and tell them to stock and display accordingly. It goes without saying that window and counter displays are essential to complete the merchandising scheme.

Let's dial again. This time we'll tune in on the lobby of the Sherman Hotel in Chicago. My companion introduces me to his friend. When this friend learns I am in radio he says, "I want to tell you what I did the other day. I went into a drug store and bought an item I had heard advertised on the air. Cost me 75 cents. I really didn't need the article, but I felt as though I ought to contribute something to the program because I liked it." Friends, the man who made this statement to me was ex-Congressman McDermott of Chicago. *And this is the secret—radio creates an obligation to buy.* Time and again people have told me that they bought certain articles, not because they thought they were any better than a competitive brand, but because it was a small way to show their appreciation for the entertainment afforded them.

Let's dial again. This time I have before me a client who has spent huge sums of money in advertising and now wants to include radio. This is one of the first questions he asks, "How many people listen to you between seven and seven-thirty on Wednesday night?" He might just as well ask me, "How many holes in a Swiss cheese?" I understand his predicament. All space buyers in the past have bought on the strength of circulation figures. A newspaper or periodical has so many thousand circulation. But this merely represents a potential and there is no guarantee that every subscriber reads this client's ad.

Program Governs Audience

IN RADIO we do know what territory is included in our primary area, we know the population of this area and the number of radio sets. This constitutes a potential audience, but how many of this potential audience are listening, I cannot say. But this works out much to our advantage. The audience is in direct proportion to the program itself; so it behooves the client to procure the best possible program he can. Then his audience virtually knows no limitations because radio governs its own circulation. The news of a good program spreads by word of mouth; you tell your friends, they in turn tell theirs, and so it goes gathering momentum by leaps and bounds. Viewed from this angle a fairly powerful radio station enjoys a greater potential than any national publication regardless of circulation figures.

Now, as we turn the dial again, we run into a little interference in the way of family opposition, and this is the only occasion upon which I rise up in righteous indignation. Some of our brothers and sisters accuse us of being expensive, even to the extent of being prohibitive. This assertion is incorrect. Radio is not prohibitive and again I will illustrate with the Lucky Strike account.

To be absolutely fair I will go back two years when people had more money to spend, when printed advertising was at its peak, and when radio was just coming on. I shall compare the advertising activities of this account in two great mediums, namely, the SATURDAY EVENING POST and the National Broadcasting Company. A full page with art work and color cost approximately $15,000 in the POST. It had a circulation of 2,500,000 and it claimed four readers to each copy. This gave a potential of 10,000,000.

Five Times the Audience

SIMULTANEOUSLY Lucky Strike came on the chain with R. A. Rolfe on a 42 station hookup. The network cost $10,000 and B. A. Rolfe $2,000, making a total of $12,000, but with 42 stations the potential audience was 50,000,000. Lucky Strike did not share this position with any other advertisers since you cannot put two advertisers on one station at the same time. It occupied the spotlight for one solid hour, and during this time it got in four forceful sales talks.

All of our discussions thus far have had to do with commercial program only. Periodicals carry

(*Continued on page 26*)

*Excerpts from a recent address before the joint meeting of the Indiana Democratic Editorial Association, Indiana Weekly Press Association, Indianapolis Advertising Club and Indiana University Course in Journalism.

Public Utility Uses Radio to Maintain Buyers' Good Will

No Fan Letters Requested But Response is Large

By PAUL D. WARREN

Ass't. to Vice President
Peoples Gas Light & Coke Co.,
Chicago

OUR PROGRAM is in its eleventh year on the air and the sponsors have never asked for a box top nor a show of letters, and yet we renewed for another year. Our Home Service program, conducted by Mrs. Anna J. Peterson, over WENR each Tuesday, Wednesday, Thursday and Friday morning, is accomplishing the results expected of it without an additional show of audience.

In Chicago the Peoples Gas Light and Coke Company has 720,000 domestic customers. This represents a large percentage of the total business of the company. We want their good will, want them to be satisfied with our service and our rates, and we believe there is no better medium for reaching houswives than a morning broadcast.

Advice on Foods

THERE IS no better way to make these customers satisfied users of gas than to tell them how to use our product to the best advantage and most economically. We want them to get full value for the money they pay us.

The welfare of the home depends greatly upon what foods are purchased and how they are prepared. Our service to Chicago women is one of expert advice on these matters, given in a friendly and understandable manner.

We do not solicit fan mail. Any woman that writes our home service department is seriously interested in improving her cooking technique, or wants to give her family more diversified and more healthful meals. And our broadcasts produce large numbers of such inquiries.

Swamped by Inquiries

IN FEBRUARY, we received 6,373 letters, 90 per cent from radio listeners, or an average of 238 each working day, and every letter was a request for a recipe or a solution to some household problem.

In the same month we received 11,591 telephone calls in the home service department, an average of 480 per working day, 95 per cent of which resulted from our broadcasts, despite the fact that telephone calls are not solicited. In fact our talks are carefully arranged to prevent too many calls. If, in a broadcast, we happen to give our listeners a recipe or an idea for some food that has popular appeal, our large telephone switchboard is swamped with calls almost before the broadcast is over.

We have another method of checking our listening audience. If we announce a radio tea, a special cake decorating demonstration or any other unusual affair, and no other publicity than radio is used, we get capacity audiences.

More than 11,000 customers attended lecture-demonstrations in our main and branch home service auditoriums in February, and we attribute this large attendance to the fact that interest in these lectures is kept alive by means of broadcasting.

The first Home Service program was broadcast on Dec. 7, 1922, over KYW, Chicago, and continued each weekday until 1928. In that year the program was shifted to WENR. Mrs. Peterson is now aided in her broadcasting duties by several assistants.

Lower Rental Available To W.E. Turntable Users On Contract Renewals

READJUSTMENTS of contracts for the rental of Western Electric turntables, under which stations which have fulfilled 3-year contracts for the apparatus are being accorded reductions in monthly payments approximating 50 per cent, have been worked out, it was learned at Electrical Research Products, Inc., New York.

It was explained that stations which have completed 3-year contracts become eligible for the reduction upon signing new contracts. The reduction, it was pointed out, is not a flat 50 per cent cut, but amounts to slightly more than that percentage in some cases and less in others.

There has been no general change in the rentals of apparatus to stations which have not yet completed their contracts, according to ERPI. It was explained that ERPI some time ago adopted the policy of cooperating with stations in making temporary readjustments where stations have been unable to get adequate business, until such time as their incomes reach normal level.

According to ERPI records, between 160 and 170 stations are equipped with Western Electric turntables. Rentals range from $35 to $125 a month, depending upon the type of equipment installed.

Further Income Drops Reported by Networks

ANOTHER big drop in network revenues from the sale of time was recorded for last February, when NBC and CBS together grossed $2,599,620. This compares with $2,794,602 in January. In February, 1932, the two major networks grossed $3,891,023, or over $1,250,000 more than in February of this year. March figures, not yet out, are expected to show a continued diminution in revenues.

NBC during February grossed $1,706,602, which compares with $2,751,609 in February, 1932. CBS in February grossed $893,018, which compares with $1,319,414 in February, 1932.

Drops were shown in practically all classes of sponsors, with slight gains shown in the clothing and dry goods, garden, house furnishings, jewelry, paints and hardware, stationery and publishers and hotels classifications.

The Radio Roosevelts

WHILE her brother, James, eldest son of President Roosevelt, is featured in a series of broadcasts over the Yankee Network from Boston, Mrs. Anna Roosevelt Dall is appearing for Best & Co., New York department store, over WEAF, New York, Tuesdays and Fridays, 9:45-10 a.m. Mrs. Dall began her series March 17, to continue to April 28, after which she may possibly go on a network. W. H. H. Hull & Co., New York, is handling the account.

"Jimmy" Roosevelt's series started March 23, and he will continue to talk over the Yankee system every Thursday evening on national affairs. The series is sustaining, arranged by John Shepard, III, head of the network, who personally introduced the President's son before his initial broadcast. Young Roosevelt is in the insurance business in Boston, but spends several days each week in Washington. In the photo here he is shown with Mr. Shepard.

Round Robin Series

A ROUND-ROBIN series of weekly afternoon programs originating in studios of its southeastern stations, under the title "Southeastern Revue," was initiated March 30 by NBC "to present a radio picture of the whole lower right-hand section of the country." The originating station on March 30 was WIOD, Miami. The rest of the schedule, to be continued in the same order after the first round, follows: April 6, WFLA-WSUN, Clearwater, Fla.; April 13, WJAX, Jacksonville; April 20, WIS, Columbia, S. C.; April 27, WWNC, Asheville, N. C.; May 4, WPTF, Raleigh; May 11, WRVA, Richmond.

NBC-KPO Network Dissolves April 1

Cost of Long Wire Hauls Held Partially Responsible

GENERAL business conditions, and more particularly the high cost of the long wire hauls, are believed to have prompted the decision of NBC to suspend the operation of its NBC-KPO or "Gold" network created more than a year ago when NBC secured control of various stations of the Northwest Broadcasting System, which Adolph Linden unsuccessfully sought to make the nucleus of a new national network.

Dissolution of the "Gold" network is effective April 1, Don Gilman, Pacific division vice president, has announced. The NBC-KPO or "Orange" network will operate as heretofore, but will also take "Blue" network programs formerly routed on the other chain. Two of the NBC-KPO network features to be moved immediately are the Westinghouse "Townsend Murder Mystery" series and Pepsodent's "The Goldbergs."

KPO, San Francisco, leased last year from Hale Brothers department store and the SAN FRANCISCO CHRONICLE, joint owners, will continue to be served with some network programs but will stress transcriptions. On April 1 it is scheduled to boost its power to 50 kw. under the recent grant of the Radio Commission.

The NBC-KPO network has included KECA, Los Angeles, which will be operated independently by Earle C. Anthony, owner; KJR, Seattle; KEX, Portland, and KGA, Spokane. The latter three are Northwest Broadcasting System stations. Their ownership continues with NBC but they will be operated independently of network connections. KJR has been leased to the operators of KOMO.

The NBC-KGO network remains undisturbed, linking from KGO as key the following stations: KFI, Los Angeles; KGW, Portland; KOMO, Seattle, and KHQ, Spokane.

KOMO Leases KJR

MANAGEMENTS of KOMO and KJR, both Seattle, have been merged under Birt F. Fisher, manager of KOMO, with the leasing of KJR to O. D. Fisher, operator of KOMO. The NBC, which acquired KJR when it took over stations of the Northwest Broadcasting System, has leased the station to the Fishers. Plans call for new studios in new locations for each station and a new transmitter for KJR. Offices after April 15 will be in the Skinner Bldg.

World's Fair Studio

ADVERTISERS and stations will be permitted to use radio studios which are to be constructed in the section known as Hollywood at the World's Fair, Chicago. Sponsors of some of the leading features on the air have indicated their intention to broadcast from the studios during the Century of Progress Exposition, June 1 to Nov. 1.

"Chandu"— Sales Building Magician

Radio Serial Achieves Phenomenal Results for Sponsors; Some Stations Broadcast Program Twice Daily

By RAYMOND R. MORGAN
Vice President, Earnshaw-Young, Advertising, Los Angeles

Mr. Earnshaw

ALL THE WORLD loves magic, and therein lies one of the secrets of the popularity of "Chandu", now heard over 77 stations from studio talent or via transcriptions under dual sponsorship. Just recently the program was renewed by the Beech-Nut Packing Co. on a synchronized release basis in the east and middle west, while in the west it is sponsored by Rio Grande Oil Co. Proof that the feature is increasing sales for its sponsors is found in the tremendous responses which greet free offers of premiums in exchange for purchase of sponsors' products. "Chandu's" story is a revelation in modern merchandising.

"CHANDU, *the Magician!*"

"There's magic in that name . . . and gold. Magic for radio listeners; gold for "Chandu's" sponsors. For by the same magic that "Chandu" has won his tremendous radio following, the radio magician has been a powerful sales builder for his commercial sponsors.

In the southwest, "Chandu's" new merchandising magic is steadily boosting the Rio Grande Oil Company's sales of a new type of cracked gasoline. Throughout the east, the radio wizard has been playing a thrilling tune on the cash register for the Beech-Nut Packing Co. for a year or more by increasing sales of its gum, coffee and other food products.

Secret of Success

SO PHENOMENAL has been the success of this transcription serial, that a record of its triumphs in merchandising, scored during these years of depression, is a revelation to sales executives.

All the world loves magic, and in that universal urge lies the secret of "Chandu's" great success. Recognition of this universal love of magic led to "Chandu's" birth. This occult mystery drama is the brainchild of Harry A. Earnshaw and Vera M. Oldham, of the Earnshaw-Young advertising agency in Los Angeles. These writers saw the tremendous popular appeal possible in a serial drama based on the broad general theme of magic.

The technique of radio already was at their command. These authors had written and produced the radio hits "Folgeria", "The Adventures of Detectives Black and Blue", "The Old Scrapbook" and others. They got busy, wrote a month's episodes, secured and rehearsed an excellent cast and by the night of August 4, 1931, all was ready. That was the night "Chandu, the Magician" made his debut on the air.

On 77 Stations

NOW, after 17 months of broadcasting "Chandu" is playing over 77 radio stations throughout the country by live broadcast and by electrical transcriptions. And on March 6, 1933, "Chandu" was renewed on a synchronized release basis in the east and middle west for Beech-Nut.

All the while this radio serial has drawn, and still is drawing, record mail. "Chandu's" mail is no ordinary fan mail. He pulls in mail with proof of purchases of the sponsor's products—that's part of his merchandising magic. When a letter comes in to "Chandu", it means that money has gone into his sponsor's cash register. That's proof of his pulling power.

Several times radio stations actually have offered "Chandu's" sponsors broadcasting time *free*—just to get this radio feature for their station because they knew it was a big audience builder.

Broadcast Twice Daily

AT THE PRESENT time, this serial is broadcast twice daily on several stations, the additional broadcast being a sustaining program in some cases. In Los Angeles so many parents complained that they could not make their children go to bed until they had heard the nightly installment of "Chandu", the sponsor arranged an extra broadcast over KNX at 5 p.m. especially for children. At the same time, the regular evening broadcast over KHJ in the same city was maintained.

In Long Beach, Cal., KFOX brags that it wakes the children up and puts them to bed with "Chandu". KFOX puts on two broadcasts daily of this feature, one in the morning and one in the evening. Other radio stations are following suit.

Now as to sales building.

Last spring Beech-Nut Packing Co. bought time on six stations to give "Chandu" on electrical transcriptions a try. By June of 1932 Beech-Nut was buying time on many more stations to add to its "Chandu" network. Beech-Nut found the radio thriller to its liking on two counts: (1) it was popular; (2) the transcription setup allowed promotion of different products in different territories at will.

Offers Prove Sales

WHEN dealers sent in word that during the approaching week they planned to push this or that Beech-Nut product, Beech-Nut was able to tie in with a local radio announcement.

As he moved into new stations "Chandu's" popularity and sales-making ability continually was tested with an offer. This took the form of a box of Chandu magic tricks given in return for merchandise wrappers, box tops, etc.

Over the first six stations "Chandu" brought in as many as 100,000 requests in one week, all with actual proof of sale. Nor was Beech-Nut disappointed in "Chandu's" returns as the program moved eastward from the Mississippi until, station by station, Beech-Nut had the whole eastern part of the country covered with its nightly, except Saturday and Sunday, broadcasts.

Last December the Rio Grande Oil Co. decided to try some new merchandising ideas in marketing its new cracked gasoline. So Rio Grande took over "Chandu" when its other western sponsor completed his campaign.

Sales Mount Rapidly

SENSATIONAL increases in sales were chalked up for Rio Grande's new product in two months. Through premium offers "Chandu" has brought thousands of new customers to Rio Grande's service stations. In one month service stations reported gains ranging from 50 to 150 per cent.

Besides the actual cash intake resulting from increased sales, the effect of "Chandu's" merchandising on the morale of salesmen, distributors and dealers has been remarkable. "Chandu" gives them not only advertising, publicity, good will, but also actual sales and thousands of leads and prospects.

"Chandu" is the magician of salesmen. He is 10,000 salesmen rolled up into one. He makes personal calls on radio-equipped homes in his sponsor's territory five nights a week. He sells the consumer. That is the secret of "Chandu's" great sales-building success.

THE NINTH annual convention of the Radio Manufacturers Association will be held without the usual trade show in the Stevens Hotel, Chicago, June 6.

Dealers Employ Radio As Tie-in With Display Of Whitney's Furniture

RADIO is being used locally by department and furniture stores in several cities to advertise Whitney maple reproduction furniture now being novelly displayed in model houses by retail stores in 30 cities, according to N. W. Ayer & Son, which is handling the Whitney account. The Ayer agency is encouraging radio exploitation wherever possible.

The Whitney house is designed to display the maple reproductions of early American furniture in proper setting. It was stated that in the instances in which radio has been employed results have been most gratifying in attracting prospects to the stores.

The cities in which the Whitney houses are displayed, and the stores handling the merchandise are as follows:

Toledo, Buckeye Furniture Co.; Providence, R. I., Burke-Tarr Co; Newburgh, N. Y., Burger's Furniture Stores; Lowell, Mass., Bon Marche; St. Louis, Famous-Barr Co.; Hartford, Conn., G. Fox & Co., Inc.; Chicago, The Fair Store; Springfield, Mass., Forbes & Wallace; New York City, Gimbel Brothers; Milwaukee, Gimbel Brothers; Pittsburgh, Gimbel Brothers; Utica, N. Y., Goodman's Home Furnishers, Inc.; Cleveland, Higbee Co.; Saginaw, Mich., Herzog Furniture Co.; Lynn, Mass., Hill & Welch; Erie, Pa., Klick Furniture Co.; Newark, Kresge Dept. Stores; Brooklyn, N. Y., Loeser's; Washington, Mayer & Co.; Los Angeles, The May Co.; Youngstown, O., G. M. McKelvey Co.; New Haven, Conn., Edward Malley Co.; Minneapolis, New England Furniture and Carpet Co.; Akron, O., M. O'Neil Co.; New London, Conn., Schwartz Furniture Co.; Dayton, O., Rossiter-Jarrett Co.; Philadelphia, Strawbridge & Clothier; Norwich, Conn., Schwartz Bros.; Williamsport, Pa., L. L. Stearns & Sons; Troy, N. Y., Union Home Furnishers; Boston, R. H. White Co.; Albany, W. M. Whitney Co.

WGN Seeks 50 Kw.

AN APPLICATION for an increase in power from 25 kw. to the maximum of 50 kw. was filed with the Radio Commission March 27 by WGN, Chicago. The station operates full time on the 720 kc. channel and was denied a similar application in connection with the general high power hearings before the Commission two years ago on the ground that Illinois already has more than its share of facilities, including power. It recently dismissed an appeal from the Commission's decision that was pending in the Court of Appeals of the District of Columbia.

New RCA Executives

AS A STEP toward consolidation of RCA Victor Co. and RCA Radiotron Co., both wholly owned subsidiaries of RCA, J. R. McDonough, assistant to President David Sarnoff, has been elected executive vice president of RCA, effective April 1. Elmer T. Cunningham, president of Radiotron, was elected president of RCA Victor Co. The latter company will absorb the tube manufacturing activities of Radiotron.

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Beer Accounts

IT GOES almost without saying that broadcasters, as well as the advertisers of legalized brews and their agencies, will have to proceed with utmost care in handling beer advertising on the air. There can be no more objection to beer advertising by radio than to beer advertising in periodicals, assuming as Congress has assumed that 3.2 beer is neither intoxicating nor harmful. But there will be objectors to this "pollution of the air waves" on the part of irreconcilable drys. That these drys are still an element in the radio audience and in public life cannot be overlooked.

Indeed, it was Senator Dill, co-author of the radio law and long regarded as one of the best friends of the broadcasting industry, who proposed the amendment to the federal beer bill prohibiting beer advertising on the radio. He did this despite the fact that he voted for the beer bill itself. His amendment was defeated by the narrow margin of two votes.

Whether further attempts will be made to restrict beer advertising by radio, depends largely upon the way beer accounts are handled in the months to come. It seems now that most beer advertising on the air will be done locally in those states which do not impose any restrictions thereon. This means that every broadcaster accepting beer accounts must scrutinize continuities and programs most carefully, particularly in the matter of good taste in commercial announcements and program selections. "No", is the best answer to the merest suggestion of offensiveness, for at best the dry element may never be reconciled to beer programs and may be expected to "peck" at the broadcasters and broadcast advertisers.

That programs advertising legal brews can be made attractive and resultful, there can be no question. Consider the excellent results that near beer and malt advertisers have had from radio. Dance music, German bands, comedy dialogue, dramatic skits—all these and other features are already being auditioned for prospective brewery accounts. It may be that this new business will bring broadcasting out of the business doldrums that have beset much of radio in recent months. But it is not amiss to warn broadcasters against killing the proverbial goose.

Our best advice to broadcasters is that they consult local legal authorities to determine first whether their state and local laws permit them to accept beer accounts, for in many states and localities prohibition will continue both as regard beer and beer advertising. Finding themselves able to accept such accounts, the broadcasters must insist that their clients handle them circumspectly and in the best of good manners and good taste.

Fan-to-Sponsor

THE ENTIRE broadcasting industry—advertisers, agencies, stations and networks alike—owes a debt of gratitude to WGN and its capable Washington attorneys, Louis G. Caldwell and Arthur W. Scharfeld. They have delivered the industry from the threat of being "three-cented" to death by the way the postal regulations have heretofore been applied to the forwarding of fan mail from station to ultimate destination—the program sponsor.

On their own, these attorneys took the matter up with the Post Office Department, following a ruling rendered only last month in which the department reiterated that on every fan letter sent from network headquarters to program sponsor, additional first class postage would have to be paid. This interpretation since commercial radio began has cost the industry hundreds of thousands of dollars in additional first class postage to deliver to the sponsor his audience mail. With fan mail volume increasing and business off its usual level, the problem, already irksome, threatened to become positively serious.

The new ruling of the Post Office Solicitor, reported fully in this issue, could not have been more satisfactory. Lemuel Q. Fan's three-cent stamp for the first time will carry his missive all the way from station to sponsor, whether it be via network, agency or other intermediary, provided the letter is not opened en route.

"Listeners Society"

GIVEN a $50,000 annual budget by the decidedly commercially-derived Payne Fund, the group of educators opposing commercial broadcasting, who apparently have given up their futile fight for 15 per cent of the broadcast channels, now turns its efforts in new directions to justify the existence of the National Committee on Education by Radio. It is forming a "Listeners Society", with $1 a year memberships. It proposes to exert all sorts of influence to "improve radio in America."

There may be some justification for a listeners society, but we doubt whether Mr. Joy Elmer Morgan's group is the proper agency to form it. Continually casting aspersions upon the sincere efforts of broadcasters, government officials and other educational institutions seeking to use radio—and getting the wholehearted cooperation of station managers generally—Mr. Morgan's organization has conducted a campaign that can have only one purpose behind it: government ownership. (They talk most loudly, however, about state operation, being quite fearful of federal autonomy over education.)

Far from devoting its efforts to the support of existing educational stations, which was the reason for its formation, Mr. Morgan's group has striven increasingly—but happily, quite unsuccessfully—to stir popular opinion against the American system of radio. Thus it differs from the impartial and cooperative National Advisory Council on Radio in Education, directed by Levering Tyson, which has devoted itself to research looking toward the better utilization of the wave lengths and the existing system for educational broadcasts.

The latter organization has had willing cooperation on all hands in the assignment of time on the air. Reflecting the attitude of its president, Prof. Robert A. Millikan, the noted college president, physicist and Nobel Prize winner, its object is pure research rather than blind antagonism. It might far better be the agency to sponsor a bona fide listener society.

The RADIO BOOK SHELF

INCREASED accuracy in frequency standards, and in the measurement of radio field intensity and the height of ionized layer in the atmosphere, are reported in a review of the progress of standardization the world over in "*Standards Yearbook; 1933*", compiled by the Bureau of Standards and on sale by the Superintendent of Documents at $1 a copy. A brief report of the activities of the International Scientific Radio Union in 1932 is also carried.

Power That is Radio

[From the NEW YORK TIMES, March 13]

BANKS opened quietly in New York yesterday, and in the other Federal Reserve cities. Certain restrictions are still in force, but there is every evidence of restored confidence. It is the old story over again—when people know that they can draw money from their bank, they don't want it. The fear and panic which led to the banking moratorium appear to have almost entirely passed. This happy result must be due in part to the calm and reassuring radio address which President Roosevelt made on Sunday evening. His simple and lucid explanation of the true function of a commercial bank; his account of what had happened, why it had happened, and the steps taken to correct the mischief were admirably fitted to cause the hysteria which had raged for several weeks before the banks were closed to abate if not entirely to subside.

Incidentally, the President's use of the radio for this purpose is a fresh demonstration of the wonderful power of appeal to the people which science has placed in his hands. When millions of listeners can hear the President speak to them, as it were, directly in their own homes, we get a new meaning for the old phrase about a public man "going to the country." When President Wilson undertook to do it in 1919, it meant wearisome travel and many speeches to different audiences. Now President Roosevelt can sit at ease in his own study and be sure of a multitude of hearers beyond the dreams of the old-style campaigner. *His use of this new instrument of political discussion is a plain hint to Congress of a recourse which the President may employ* if it proves necessary to rally support for legislation which he asks and which the lawmakers might be reluctant to give him.

We Pay Our Respects to—

DON E. GILMAN

THIS MONTH—on April 5, to be exact—the Pacific Coast Division of NBC observes its sixth anniversary. Almost from its inception, the moving spirit in that organization has been Don E. Gilman, Pacific Coast vice president. Although his appearance and energy seem to belie it, Mr. Gilman only a few weeks ago celebrated his own fiftieth birthday.

Dynamic Don Gilman is one of the best known figures on the west coast. His journalistic and advertising training, dating from his own boyhood publishing ventures in Indianapolis through his printer's devil and executive career in the newspaper world, made him the ideal selection when President Aylesworth of NBC in 1927 despatched Capt. Howard Angus, then NBC vice president and now an executive of Batten, Barton, Durstine & Osborn, to San Francisco to find a man to head up the NBC organization there.

Born in Indianapolis, Feb. 5, 1883, the son of a well known newspaperman, young Gilman showed his heritage before he was wearing long trousers. Working after school in a local printshop, he used his first earnings to buy a small job press. Thereafter his bedroom was the scene of a flourishing little business; from it issued advertising sheets and dodgers for neighborhood merchants. Soon he was publishing a periodical, THE GUARD, official organ of the Boys Brigade, a sort of forerunner of the Boy Scouts.

His first job when he finished school was as printer's devil in the INDIANAPOLIS SENTINEL shop. When he was 23 he was superintendent of the plant. Then he decided to heed Greeley's advice and go west. He joined the Scripps-McRae newspaper organization. He was superintendent of several of its newspapers when he turned to advertising, entering the agency field. In Los Angeles, where he first engaged in business, he was identified with the Los Angeles Advertising Club, and as chairman of its Vigilance Committee was largely instrumental in securing the passage of California's "honest advertising" statute.

Later, he moved to San Francisco. There he was president of the Pacific Advertising Clubs Association, and vice president of the Associated Advertising Clubs of the World. When the war broke out, he joined the Army and served as an officer.

One of his hobbies, while working on Pacific Coast newspapers, was a study of electrical engineering. It was natural that radio should interest him, not only as an advertising man but as an amateur technician. The NBC six-station "Orange" network was barely started when he was called to the general managership in 1927. He saw it grow from a meager staff of 20 in 1927 to 165 in 1932, plus some 300 to 400 staff artists.

It was characteristic of Don Gilman's open-mindedness that he should be the first to admit the impracticality, at this stage of radio, of operating two NBC networks along the Pacific Coast. Although he was the man who engineered the deal whereby NBC took over the remnants of the ill-starred American Broadcasting Company's (Adolph Linden's) projected network by discharging many of its financial obligations, he was the man also who arranged the decentralization of the "Gold" network formed therefrom, which is effective as of March 31. Retaining KPO, which was leased to NBC to be key station of the NBC-KPO network, and which on April 1 inaugurates its new 50 kw. transmitter, the NBC is disbanding that network and permitting the other four stations to operate autonomously.

Don Gilman was one of the 12 "greatest Californians" selected by leading newspapers and universities of the state for a State Roll of Honor in 1930. His hobbies, aside from radio, are golf, motoring and swimming. He is an avid reader of books on biography, political economy and business administration.

PERSONAL NOTES

CLYDE L. WOOD, commercial manager of WGAR, Cleveland, has been promoted to production manager, succeeding Fred Ripley, who has become program director of WSYR, Syracuse, and news commentator for the SYRACUSE HERALD. Mr. Wood will have supervision over both program and engineering departments. Kenneth L. Ede, sales promotion manager of WGAR, has been named acting commercial manager.

MURPHY McHENRY, former managing editor of the LOS ANGELES RECORD and now general manager of the International Broadcasting Co., S. A., operating XEAW, Reynosa, Mexico, opposite McAllen, Tex., was on the air through the night of March 10-11 to broadcast a full account of the California earthquake. He was assisted by Announcer Curtis Farrington, giving the reports both in English and Spanish.

JESSE BUTCHER, former public relations director of CBS and for many years in the newspaper syndicate field, has entered business as a general radio representative. Among his clients are Achmed Abdullah, Faith Baldwin, Temple Bailey, Fustus Adams, Mrs. Ida Bailey Allen, Charles Premmac and Fred Smith. He will also operate a special publicity service, making his headquarters at 19 E. 47th St., New York.

WILLIAM D. L. STARBUCK, radio commissioner, attended the ceremonies incident to the inaugural, March 23, of a series of addresses on public affairs by James Roosevelt, eldest son of the President, over the Yankee Network from Boston. He also attended a Democratic rally in Boston held at the same time. He returned to Washington March 27.

LIEUT. COL. R. P. LANDRY, Quebec, has been appointed secretary of the Canadian Radio Broadcasting Commission.

DR. KRUCKOW, former president of the German Postoffice laboratories, has been appointed German Radio Commissioner for the Postoffice, succeeding Dr. Hans Bredow, founder of the German broadcasting system, who is reported to have gone to Spain to help that country reorganize its broadcasting services.

FRANK MULLEN, NBC director of agriculture in Chicago, was in Washington March 17-20 to confer with Secretary of Agriculture Wallace and other farm leaders about the NBC Farm and Home Hour.

WILLIAM McCAFFREY, formerly with RKO as a vaudeville booker and long in the vaudeville field, on April 1 joins the staff of the NBC Artists Service in New York. NBC also announces the appointment of Mark Luescher, formerly RKO theater publicity director, as exploitation manager for the Artists Service.

DON E. GILMAN, Pacific division vice president of NBC, has returned to San Francisco from a flying visit to New York. While en route from the east, his plane was grounded in New Mexico and he spent the night in the cabin of the ship along with other passengers.

PAUL RICKENBACKER, production manager of KHJ, Los Angeles, will be married April 15 to Mona Lowe, blues singer on the NBC San Francisco staff, who has resigned.

LEWIS LACEY, formerly on the announcing staff of NBC, San Francisco, has gone to KFDM, Beaumont, Tex., as vice president and assistant general manager.

BOB ROBERTS is back at KTAB, Oakland, Cal., as manager, returning after an interim in the radio advertising field. Eddie Murphy has also returned to KTAB to handle publicity.

EDWARD M. HOPCRAFT, formerly executive assistant to the late H. P. Davis, founder of Westinghouse's KDKA, has been appointed director of the WMCA Artist Bureau, Donald Flamm, president, announced March 25. Mr. Hopcraft was in charge of the broadcasts to the Byrd polar expedition while with Westinghouse.

LEW FROST, production manager of NBC, San Francisco, announces the appointment of Mike Raffeto, formerly of the acting staff, as drama production chief, succeeding Tom Kelly, who has left along with Marillah Olney. Tom Harris, formerly with KFRC, is off the MJB Demi Tasse Revue, his contract having expired; he remains on the NBC staff, however. Merton Bories and Jean Campbell Crow, formerly KPO officials, have left the Artist Bureau staff of NBC in San Francisco. Roger Krupp, announcer, has also left.

O. S. WILLIAMS, formerly on the advertising staffs of the LITTLE ROCK (Ark.) DEMOCRAT and the DENVER ROCKY MOUNTAIN NEWS, has joined the sales staff of KLRA, Little Rock.

DR. C. M. KOON, radio specialist of the U. S. Office of Education, left Washington March 21 for a trip through Virginia, North Carolina, South Carolina, Georgia and Florida. He planned to visit broadcasting stations en route.

JOHN M. HENRY, manager of KOIL, Council Bluffs-Omaha, left Omaha March 22 by plane on a business trip to Washington and New York. He returns April 2.

BERT A. CRANE, formerly with NBC in Chicago, has been named manager of electrical transcriptions in the Columbia Phonograph Co. studios in Chicago, succeeding E. W. Young. Monroe Wayne continues as director of the studios.

ED SCHUEING has resigned from the NBC Artists Service April to start his own radio production and theater booking office. His duties have been assigned to Ruby Cowan and Chester Stratton.

JAMES R. FOUCH, president and general manager of the Universal Microphone Co., Inglewood, Cal., will leave early in May for New York via the Panama Canal for his annual eastern trip.

EDWARD BARRY, program director of WGN, Chicago, will go to Europe for a five weeks' stay, leaving early in April.

TOM DARLINGTON has been added to the sales staff of WIBO, Chicago.

BEHIND THE MICROPHONE

STAFF ADDITIONS at WFAA, Dallas: Franklyn Ferguson, announcer, of Los Angeles; Frank Monroe, formerly of the team of Munn and Dunn; Jack Grady, of the early radio piano team of Jack and Gene. Karl Lambertz has resigned as assistant musical director to become conductor of the Majestic Theater orchestra. Alexander Keese, program director of WFAA, Dallas, has been named resident conductor of the Bowl Symphony Orchestra for the 1933 season.

GEORGE COOK is the latest addition to the transcribed "Chandu" series. In real life he is Cyril Armbrister, stage director for Earnshaw-Young, Inc., Los Angeles agency directing the series.

ROLAND BRADLEY left a temporary dramatic post at WHAM, Rochester, March 15, to join WBEN, Buffalo, as announcer, continuity writer and organizer of a radio theater for children.

JOE KELLY, formerly with WELL, Battle Creek, Mich., has joined the announcing and entertaining staff of WLS, Chicago. He rejoins Jack Holden at WLS, resuming the Jack and Joe team called "Two Lunatics of the Air".

MICHAEL KANE, whose witticisms have appeared lately in the SATURDAY EVENING POST, has joined the continuity staff of KMTR, Hollywood.

JOE GENTILE, who left WSPD, Toledo, to join CKOK, Detroit-Windsor, has returned to the announcing staff of WSPD. Georgene Gordon, CKOK staff contralto, has also joined the WSPD staff for daily appearances.

JAMES S. ALDERMEN, chief announcer of WCKY, Covington, Ky., is the father of a 7½ pound son, James S. Jr., born in March.

FLORENCE RAVENAL, of the general staff of KYW, Chicago, has been drafted to handle the noontime dance programs by Rex Maupin's orchestra over that station.

LEO ROSENCRANS, former free lance movie scenario writer in Hollywood, has been added to the continuity staff of the NBC Chicago studios.

JOHN N. LEWENDOWSKI, announcer of the Polish programs on WJAY, Cleveland, has been elected to the Cleveland City Council.

TED LEWIS, the high-hatted "tragedian of song", on March 23 began a sustaining series of Tuesday, Thursday and Sunday night broadcasts, 11:30 to midnight, over CBS.

JENNISON PARKER has been signed by KFRC, San Francisco, as continuity chief, continuing to write the "Hodge Podge Lodge" and other programs he previously handled. He has given up authorship of the "Road Show", NBC program.

WILLIAM COKER, formerly physical director of the New Orleans Athletic Club, has been appointed assistant program manager of WSMB, New Orleans.

GEORGE A PRESBY has been appointed program manager of KGW, Portland, Ore.

FRANK BULL, former head announcer for KRKD, Los Angeles, has joined the commercial sales force of KMTR, Hollywood.

DELL PETERS, formerly with WLTH, Brooklyn, has been named chief announcer of WOV, New York, succeeding Donald Thompson, resigned.

EDWARD HOUSE, well known theater organist, has been appointed to succeed J. Wilson Doty as staff organist of WBBM, Chicago.

IVIA PERRINE, Chicago social registerite and wife of Furber Marshall, executive of the Bendix Corp., has been signed by NBC for a series of programs. She was formerly in various musical comedies in London, besides starring in pictures, and was featured with Ben Bernie during his engagement at the Kit Kat Club.

DUDD WILLIAMSON, formerly of the NBC harmony team Tom and Dudd, has joined KJBS, San Francisco, as announcer of the midnight request program.

MICHEL PERRIERE, concert music master at KFI-KECA, Los Angeles, was recently married to Virginia Forsythe, screen actress.

SALVATORE SANTAELLA, orchestra director of KMTR, Hollywood, has just completed a series of orchestral concert recordings to be released by Radio Transcription Co. of America, Hollywood.

BARON KEYES, who conducted a children's program for NBC on the west coast, and a transcribed series for Union Oil Co., has joined the staff of KECA, Los Angeles, to be "Uncle Jim" on a week-day children's program.

Base of 500 kw. WLW Mast

TWO SEEMINGLY fragile pieces of porcelain, with a thickness of only about two inches, will support a total stress load of more than 450 tons, including 135 tons of steel, in the 831-foot vertical radiator antenna of the new 500 kw. transmitter of WLW, Cincinnati, now under construction at Mason, O. The antenna will be 35 feet across at the widest point, tapering uniformly from the center to both ends. It will rise 296 feet higher than the Washington Monument. Eight 2-inch cables will anchor the structure to the earth.

Lewis Crosley, vice president and general manager of the Crosley Radio Corp., operator of WLW, is pictured at the left of this photograph assisting in bringing the porcelain base into position. Joseph A. Chambers, WLW technical supervisor, is at the right. The station will be completed in about six months at a cost of more than $400,000.

STAFF CHANGES at WHB, Kansas City, Mo.: Bob Caldwell, Jr., is director of the new WHB Artists Bureau; Virgil Bingham, blind pianist, has been added to the WHB Syncopators; Ruth Younge has been made director of the "Rhapsodiers", staff orchestra.

SEVEN SINGERS and readers are no longer with the NBC San Francisco studios: Dixie Marsh, Tommy Monroe, Nathan Stewart, George Eldridge, Francis Jones, George Jones and Jeanette Sholl.

WILLIS BOUCHEY has been added to the announcing staff of KFAC, Los Angeles, and will also take an acting part in the nightly "In-Laws" skit.

DICK CREEDON, of the continuity staff of KHJ, and former radio editor of the LOS ANGELES EXAMINER, has joined the Walt Disney studios, Hollywood, to write a Mickey Mouse book.

GEORGE GIVOT, billed as the "Greek Ambassador", has been engaged by Lennen & Mitchell to succeed J. P. Medbury on the Old Gold programs on CBS, of which five remain after April 1. Givot will be featured on these programs with a colored girl billed as "Magnolia", who was first engaged as a foil for Medbury.

JACK E. LEWIS, manager of Cy Perkins "Kountry Stoar", reports from Honolulu that he and his troupe are now fulfilling an engagement over KGU, Honolulu.

RECENT ADDITIONS to the staff of KHJ, Los Angeles, include Charles Carter, Chevalier impersonator from KFRC, and Richard Licence, onetime chief announcer at KTM, Los Angeles, and KMPC, Beverly Hills.

BARRON HOWARD, WBIG, Greensboro, N. C., and Virginia Hammon, vocalist and pianist, were married Dec. 10, 1932, it has just been announced.

BRADLEY KINCAID, formerly of the WLS Barn Dance company, will be a regular feature on WCKY, Covington, Ky., after April 7.

IN THE CONTROL ROOM

T. A. M. CRAVEN, consulting radio engineer of Washington, has been retained by the National Committee on Education by Radio to represent it at the forthcoming North American radio conference in Mexico City.

G. F. LEYDORF, who has just received a Master's degree from Ohio State University, has been appointed to the technical research staff of the Crosley stations WLW, WSAI and W8XAL, Cincinnati, according to an announcement by Joe Chambers, technical supervisor. Mr. Leydorf will work on field strength measurements, radiation studies and antenna design, particularly in connection with the new 500 kw. experimental transmitter of WLW.

WILLIAM KRIZ, transmitter engineer of WJSV, Alexandria, Va., was married March 6 to Edna Clemons, of Washington.

ED OLDS, former chief engineer of KTHS, Hot Springs, Ark., has left that station to rejoin the Radio Engineering Co., Fort Worth, Tex., operated by W. E. Branch in the manufacture of transmitter equipment.

BORN, to Richard Schenck, WLW engineer, and Mrs. Schenck, a 7½ pound son in March.

Notable Broadcast

THE FIRST broadcast of the actual proceedings of a Congressional committee took place March 24 when WJSV, Alexandria, Va., carried the hearings on the District of Columbia beer bill from the Senate District Committee room. Voices of the witnesses and their interrogators were picked up clearly by a dynamic microphone suspended from the chandelier. The broadcast, arranged by Harry Butcher, WJSV manager, was first scheduled locally, but 60 CBS stations asked for the first half hour of it. So interesting was it that most of the network continued it for one hour and 40 minutes. It may presage the beginning of regular broadcasts of this character from committee rooms of Congress which the networks have several times offered to carry.

Italy Honors Patri

ANGELO PATRI, educator and writer, whose weekly talks on "Your Child" are sponsored by Cream of Wheat Corp., Minneapolis, on a CBS network, in March was awarded the gold medal for "Special Merit in Education" by the Italian government. According to J. Walter Thompson Co., handling the account, the award was largely for his radio work. Presentation was made by Comdr. Antonio Grossardi, Italian consul at New York.

"BLIMP ANTENNA" Will Be Installed at KDKA As an Experiment

THE "blimp antenna" is the newest innovation in experimental apparatus designed to improve broadcasting efficiency. To be employed as a captive balloon, a baby blimp has been purchased by Westinghouse E. & M. Co., from the Goodyear Co., and soon will be "anchored" above KDKA, Pittsburgh, trailing a 600-foot antenna.

"We are conducting extensive research aimed at the reduction of fading", declared Walter C. Evans, Westinghouse manager of radio broadcasting, "and the use of a blimp is another of the steps we are taking in that direction. We expect to have the blimp installed within a few weeks and then will conduct extensive research into its use as a support for antenna.

"Our blimp, of the type often used for advertising purposes, will be 25 feet long and about 10 feet in diameter. A combination guy and feed wire will hold it in the air about 1,500 feet over the station. Trailing from it will be a 600-foot antenna connected to the feed-in wire. A system of winches will be installed on the ground to raise and lower the bag when necessary.

"The first blimp we have ordered is a small one and will be used only for experimental work. It can only lift a fairly light weight, so that aluminum wires of our new system will weigh about 14 pounds. Experiments will be conducted under the direction of R. N. Harmon for a period of some months. If they are as successful as his preliminary calculations indicate they should be, we will then obtain a much larger blimp and install extensive equipment for further studies.

"Our experiments are for the purpose of extending the present range of broadcasting stations and, at the same time, expanding the area in which no fading occurs."

N. Y. Aids NAB

Mr. Smith

A NEW YORK state committee was formed to cooperate with the NAB in connection with local radio matters at a meeting of leading broadcasters of that state March 13, according to Philip G. Loucks, NAB managing director, who attended the session. A resolution urging that similar committees be organized in other states was adopted.

Harold E. Smith, WOKO, was elected chairman. Other members are P. J. Hennessey, WEAF; Sydney M. Kaye, WABC; Clark Kinnaird, WINS; I. R. Lounsberry, WGR; C. D. Masten, WNBF; William Reuman, WWRL; Clarence Wheeler, WHEC, and H. C. Wilder, WSYR. In addition to the committee, others attending the meeting included David Macnair, WOKO; W. G. Wandell, WBEN; S. H. Cook, WFBL; Frank Sykes, WFAS; Miss C. V. Paisley and P. J. Kelly, WIBX, and William Weisman, WMCA.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

WLW, Cincinnati, reports the following new national accounts: Hygrade Sylvania Corp., Emporium, Pa. (radio tubes), weekly half hour studio period featuring former song hits; Andrew Jergen Co., Cincinnati (soaps), Sunday half hour dance period titled "Woodbury Cavaliers", through Lennen & Mitchell, Inc., New York; Earl Ferris Nursery Co., Hampton, Ia. (seeds and plants), Sunday half hour string ensemble, "Ferris Nursery Men", with offerings of plants, bushes, trees or sprouts for fan response, through Lessing Advertising Co., Des Moines; Dayton Rubber Mfg. Co., Dayton, O., Sunday half hour musical period, through The Geyer Co., Dayton.

WHEC, Rochester, N. Y., reports the following new accounts: Sunny-Sol Co., LeRoy, N. Y., 15-minute transcription once a week, Hughes-Wolf, Rochester; Hotel Governor Clinton, New York, spot announcements daily, Rose-Martin; Massachusetts Mutual Life Insurance Co., 15-minutes weekly, Stewart-Hanford and Frohman; Nu-Erb Medicine Co., spot announcements, direct; Greyhound Bus Lines, daily announcements, R. E. Cochran, Cleveland; Columbia Pictures Corp., New York, announcements daily, Biow Co., New York; Harris Seed Farms, Coldwater, N. Y., gardening talk daily, direct; Detroit White Lead Works, Chicago, daily announcements, SHB; Acme White Lead & Color Works, Detroit, spot announcements, Hutchins Advertising Co.

KFEQ, St. Joseph, Mo., reports the following new accounts: Indiana Botanic Gardens, Hammond, Ind. (almanac), three 1-minute announcements, SHB; Norclay Corp., Kansas City, Mo. (auto polish), daily announcements, direct; Dr. Hayes Ass'n, Kansas City, Mo. (proprietary product), daily announcements, Hogan Advertising Co., Kansas City; Erl Chemical Co., Des Moines (proprietary product), daily announcements, direct; Beu-D-Ray Co., Kansas City, Mo. (Sunshine Cream), quarter hour 6 days a week, Service Advertising Co., St. Joseph, Mo.; United Remedies Co., Chicago (Kolorbak), 7 announcements weekly, 1 year, SHB; Marshall Canning Co., Marshalltown, Ia. (Brown Beauty Beans), 5-minute transcriptions 5 days a week, Coolidge Advertising Co., Des Moines; I. D. Russell Co., Kansas City, Mo. (poultry remedies), co-sponsorship of poultry program 6 days a week, direct.

IODENT CHEMICAL Co., Detroit, (toothpaste) on March 20 added four Pacific coast stations to those broadcasting "The Adventures of Detectives Black and Blue" via transcriptions, and a fifth on March 27. They are: KPO, San Francisco; KOL, Seattle; KOIN, Portland; KHQ, Spokane, and KNX, Los Angeles. Account is handled by Earnshaw-Young, Inc., Los Angeles.

PHILIP MORRIS & Co., New York (Marlboro cigarettes), on March 6 started "Marlboro Band of Distinction" with Ranny Weeks on WNAC, Boston, three nights weekly to June 2, with WEAN, Providence, carrying program also two nights weekly; The Biow Co., New York, handles account.

H. J. HEINZ Co., Pittsburgh, Pa. (Rice Flakes), is sponsoring the "Tarzan" transcriptions for a six weeks test daily, except Sunday, over WJAR, Providence, R. I.; KMBC, Kansas City, and CKOK, Windsor, Ont.; handled by Maxon, Inc., Detroit.

WCAE, Pittsburgh, reports the following national accounts: Beech-Nut Packing Co., New York (coffee), transcriptions five nights weekly, 1 year, SHB; Rumford Chemical Co., Rumford, R. I. (baking powder), transcription once weekly, 2 months, SHB; Iodent Chemical Co., New York (toothpaste), transcriptions 3 times weekly, 10 months, SHB; Maryland Pharmaceutical Co., Baltimore (cold remedy), studio program twice weekly, 1 month, Joseph Katz Co., Baltimore; Daggett & Ramsdell, New York, (cosmetics) studio program 15 times, McCann-Erickson, New York; Woman's Home Companion, New York, studio program once a week, 10 months, Martin-Pilling-Shaw, Philadelphia; Foulds Milling Co., New York, (macaroni) transcription 5 times weekly, 6 months, WBS; General Mills Co., Minneapolis, transcriptions, WBS; Edna Wallace Hopper, Chicago, (cosmetics) three times weekly, 2 months, WBS.

WTMJ, Milwaukee, reports the following accounts: A. C. Spark Plug Co., Flint, Mich., announcements, Campbell-Ewald Co., Detroit; Stanco, Inc., (Nujol) 5-minute transcriptions five times weekly, McCann-Erickson, New York; Edna Wallace Hopper, Chicago, (cosmetics) 5-minute transcriptions twice weekly, Blackett-Sample-Hummert, Inc., Chicago; General Mills, Inc., Minneapolis, (Gold Medal flour) quarter hour studio programs twice weekly, McCord Co., Minneapolis, also (Bisquick) 5-minute transcriptions on varying schedule, direct.

WFBR, Baltimore, reports the following new accounts: B. F. Goodrich Rubber Co., Akron, through Ruthrauff & Ryan, New York; Princess Pat, Ltd., Chicago (cosmetics); Miller Rubber Co., Akron (drug sundries); Charms Co., Newark, N. J. (confectionery).

JENKINS MUSIC Co., Kansas City, Mo., is now sponsoring the "Kansas City Kiddies Revue", a children's feature broadcast formerly as a sustaining feature on WHB, Kansas City. Charles Lee Adams, of New York, is director of the program which encourages amateur juvenile talent.

NEW ACCOUNTS on WIP-WFAN, Philadelphia: Announcements on Town Tattler and Magazine of the Air by the following: John C. Baker Co., Liver Oil Co., Quaker Optical Co., Philadelphia Gas Works, Philadelphia Medical Center, Kridos Institute, Sta-Shine Co., Dodge Motor Co., Hupmobile distributors, Walkeasy Shoe Shop, Full Fashioned Hosiery Knitters Union, Philadelphia, 15-minute talks on union labor; Pennsylvania Museum of Art, 5-minute semi-weekly talks. Renewals reported: Abbotts Dairies, Philadelphia, 1 year; Justrite Bird Seed, Milwaukee; My-T-Fine Corp., (desserts) Brooklyn, N. Y.

WGN, Chicago, has sold the broadcasts of the Cubs and the Sox baseball games at home during the 1933 season to the Walgreen Drug Stores, Chicago; handled direct. Other WGN accounts include a renewal of Lambert Pharmaceutical Co., St. Louis (Listerine Toothpaste), with "Uncle Quin's Skalawags" for an indefinite period; program runs a quarter hour six days a week, handled by Lambert & Feasley, New York. Another renewal is Atlas Brewing Co., Chicago (Atlas Special Brew), for "Headlines of Other Days", 5 minutes daily, half hour Sundays; handled by McJunkin, Chicago.

KYW, Chicago, has sold announcements five times a day on Tuesdays and Thursdays, and a quarter hour record musical on Sunday mornings to Bowey's Inc., Chicago (candies and extracts); handled by C. Wendel Muench, Chicago. Ex-Lax, Inc., New York (medical), has placed single announcements on Mondays and Fridays, thru WBS and Joseph Katz, Baltimore. Paris Medicine Co., St. Louis (Grove's Laxative Bromo Quinine) has renewed weather announcements, effective April 2, for an indefinite period; handled by Stack, Goble Co., Chicago.

PRIMA BREWING Co., Chicago (Prima Special Brew), is sponsoring the home games of the Chicago Cubs baseball club for the 1933 over WBBM, Chicago, with Pat Flanagan announcing, and the home games of the Chicago White Sox over WJKS, Gary, Ind., with John O'Hara announcing; handled direct.

A RADIO PRODIGY—Seated at the typewriter, listening in on her dad's "ham" station, is 8 year-old Jean Hudson, of Laurel, Del., who astonished Radio Inspector G. E. Sterling the other day by copying text at the rate of 15-words per minute. She said she could pass the amateur examination, except that she can't draw a circuit diagram. At the left is Jean's big brother, Roland, who at 14 is the licensee of his own portable amateur station. Note the pop-bottle insulator at top right used by W3BAK, licensed to Jean's dad, Edgar L. Hudson.

NEW ACCOUNTS on WFAA, Dallas, and WBAP, Fort Worth: Plough Sales Corp., Memphis, Tenn., daily announcement, 1 year, through Lake, Spiro, Cohn, Inc., Memphis; Three Minute Cereals Co., Cedar Rapids, Ia. (renewal), 15-minute transcriptions, Blackett-Sample-Hummert, Chicago, Western Grocery Co., Marshalltown, Ia. (renewal) 5-minute transcriptions, Coolidge Advertising Agency, Des Moines; Vick Chemical Co., Greensboro, N. C. (Vick's Vapo-Rub), announcements 3 times daily, Thompson-Koch Co., Cincinnati; Fant Milling Co., Sherman, Tex., quarter hours 3 times weekly, Crook Advertising Agency, Dallas; Buick-Oldsmobile-Pontiac Sales Co., Detroit, 100-word announcements, Campbell-Ewald Co., Detroit; Bristol-Myers Co., New York (toilet articles), 15-minute transcriptions, 1 year, Pedlar & Ryan, Inc., New York; Piggly-Wiggly (Safeway) Stores, Oakland, Cal., 15-minute transcriptions, 1 year, Botsford, Constantine & Gardner, San Francisco; Collin County Elevator Co., McKinney, Tex., "Tarzan" transcriptions, Brennan-Brown-Racey Co., Dallas; Affiliated Products, Inc., Chicago, (beauty preparations), renewal, transcriptions, Blackett-Sample-Hummert, Inc., Chicago; A. C. Spark Plug Co., Flint, Mich., announcements twice daily, Campbell-Ewald Co., Detroit; Inter-State Cotton Oil Co., Sherman, Tex., quarter hour 3 times weekly, 1 year, Crood Advertising Agency, Dallas; Kolynos Co., New Haven, (toothpaste) announcements 3 times weekly; Stanco, Inc., New York, (Nujol) 5-minute transcriptions 3 times weekly, Edward Petry & Co., New York; Miller Rubber Products Co., Akron, O., 100-word announcements daily except Sunday, Lang, Fisher & Kirk, Cleveland; Lambert Pharmacal Co., New York, 5-minute transcriptions, Monday through Friday, Lambert & Feasley, New York; Columbia Pictures Corp., New York, announcements 4 times weekly, Biow Co., New York.

WMAQ, Chicago, reports Loudon Packing Co., Terre Haute, Ind. (Doggie Dinner dog food), sponsoring Harvey Hays in dog stories, 15 minutes Tuesdays and Fridays for 13 weeks from March 21; handled by Matteson, Fogarty-Jordan, Chicago. Bauer & Black, Chicago (Blue Jay Corn Plasters), sponsoring Jimmy Kemper and male trio 15 minutes Monday, Wednesday and Friday mornings for 15 weeks from March 15; handled by Needham, Louis & Brorby, Chicago. P. Beirsdorf & Co., New York (Nivea Creme), has renewed "Dan and Sylvia", 15 minute sketch, 5 nights a week for indefinite period; handled by Federal Advertising Agency, New York.

WHAM, Rochester, N. Y., reports the following national accounts: Beech-Nut Packing Co., New York, SHB; Kendall Refining Co., Landsheft advertising agency, Buffalo; Stanco, Inc., New York, (Nujol) Stewart, Hanford and Frohman; Widmer's Wine Cellars; Edna Wallace Hopper, Chicago, (beauty preparations; Phillips Dental Magnesia, New York; Louis Phillippe, Inc., Chicago, (beauty preparations), WBS.

WLS, Chicago, reports General Laboratories, Inc., Madison, Wis. (chick germicide), sponsoring quarter hour programs Wednesday mornings, featuring Martha Crane and William Miller, tenor, for indefinite period; handled by L. W. Ramsey, Chicago.

WAAF, Chicago, reports F. E. Barr & Co., Chicago, (Boracetine tooth paste) sponsoring three 5-minute social advisor features weekly for 13 weeks; handled direct. Lora Lee Beauty Shops, Chicago (depilatory pad), sponsoring 5-minute periods 6 days a week for 13 weeks; handled direct.

WJJD, Chicago, reports Hermafil Co., Detroit (tonic), sponsoring Billy Sunshine in six 15-minute periods a week for 13 weeks; handled direct.

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L. B. WILSON

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WBBM, Chicago, reports Goodrich Rubber Co., Akron, O., sponsoring 5-minute transcriptions six nights a week for period from March 20 to April 4; through WBS, New York. J. Oliver Johnson Co., Chicago (grass seed), sponsoring 15-minute transcriptions Thursday and Friday nights and Sunday afternoons, for indefinite period; handled by McJunkin, Chicago. National Tea Co., Chicago (food stores), has renewed Jean & Charlie and Virginia Clark in daily morning quarter-hour programs for 13 weeks; handled direct. WBBM also reports signing Central Renting Service of Chicago Title & Trust Co., sponsoring Jack Brooks, tenor, three mornings a week for an indefinite period; handled direct.

SIGNAL OIL & GAS Co., Los Angeles, has renewed, over a selected list of California stations, the "Tarzan" recorded series through Logan and Stebbins, Los Angeles agency. The new series, starting March 13, is on the basis of three times a week instead of five times as in the first series.

WIBO, Chicago, reports Illinois Meat Co., Chicago (corned beef hash), sponsoring Eddie and Fannie Cavanaugh, radio gossip period, for half hour 6 afternoons a week; handled direct. Schulze Baking Co., Chicago (Frigido biscuit dough), sponsoring daily morning quarter hour program for indefinite period; handled direct.

KGVO, Missoula, Mont., reports signing the Seiberling Singers, sponsored by the Continental Oil Co., Ponca City, Okla. (Conoco gasoline) through local dealers and renewing contract for three quarter hours weekly for the Missoula Building and Loan Association.

BOWEY'S, Inc., Chicago, (candies and extracts) is making one-minute test announcements for a chocolate drink on WGES and WMAQ, chicago; handled by C. Wendel Muench, Chicago.

KNOX COMPANY, Kansas City (Cystex compound), is placing a 15-minute transcription weekly on WCKY, Covington, Ky., titled "Front Page Headlines".

NETWORK ACCOUNTS

TIDE WATER OIL SALES Corp., New York (Tydol and Veedol), on April 3 renews Dolph Martin's orchestra and Travelers Quartet, on 11 basic and 5 supplementary CBS stations, Mondays, Wednesdays and Fridays, 7:30 - 7:45 p.m. Lennen & Mitchell, Inc., New York, handles account.

CLIQUOT CLUB Co., Millis, Mass. (ginger ale), on April 24 renews Harry Rieser's dance orchestra and vocalists on basic NBC-WJZ network except WSYR, Mondays, 8-8:30 p.m., 13 weeks. Danielson & Son, Providence, R. I., handles account.

R. B. DAVIS Co., Hoboken, N. J. (Davis Baking Powder), on April 4 renews "Mystery Chef" on NBC-WEAF network up to and including Cincinnati, Tuesdays and Thursdays, 10:10-15 a.m., 13 weeks. Ruthrauff & Ryan, New York, handles account.

THE CENTAUR Co., New York (Fletcher's castoria), has extended contract for "Pages of Romance" on NBC-WJZ network, Sundays, 5:30-6 p.m., to include 13 weeks from Oct. 8. Young & Rubicam, New York, handles account.

CHAPPELL BROTHERS, Rockford, Ill. (dog foods), has renewed "Rin Tin Tin Thrillers", Thursdays, 7:15 - 7:30 p.m., effective March 30, 52 weeks, over 11 NBC-WJZ stations; handled by Rogers & Smith, Chicago.

RIED MURDOCH & Co., Chicago (food distributors), has renewed the "Monarch Mystery Tenor" and Charles Gilchrest, Sundays 1 to 1:15 p.m., 13 weeks, effective April 2, over 26 NBC-WJZ stations; handled by Rogers & Smith, Chicago.

SWIFT & Co., Chicago (Formay shortening), is using 12 western CBS stations in a new campaign to "make better cooks", backed by comic - strip newspaper copy. Account is handled by J. Walter Thompson Co., Los Angeles.

CHEVROLET MOTOR CAR Co., Detroit, has extended its contract for an NBC-WEAF network, with Jack Benny, for 5 weeks to May 12, Fridays, 10-10:30 p.m.

LAMBERT PHARMACAL Co., St. Louis (Listerine), has postponed starting date of "The Sizzlers" on an NBC-WJZ network one week. Feature will start April 3 and will run 15 times to April 21, Mondays, Wednesdays and Fridays, 12-12:15 p.m., and Tuesdays and Thursdays, 5-5:15 p.m.

LAMONT CORLISS & Co., New York (Nestle's chocolate), has renewed Phil Spatalny's orchestra heard Friday nights on an NBC-WEAF network for 13 weeks from March 31.

WORCESTER SALT Company's program on NBC-WJZ, Paul Victorine's orchestra, Saturdays, 7:30-7:45 p.m., has been extended for 6 weeks up to and including May 13.

GENERAL FOODS Corporation's "Captain Henry's Show Boat" on NBC-WEAF network, will stage repeat programs from New York studios from 1-2 a.m., EST, May 4 and thereafter, for the following western stations: KGO, KFI, KGW, KOMO, KHQ, KFSD, KTAR, KOA and KDYL.

THE BAYER Co., New York, (aspirin) on April 16 renews its "American Album of Familiar Music" program on an NBC-WEAF network, Sundays, 9:30-10 p.m., 13 weeks. Blackett-Sample-Hummert, Inc., Chicago, handles account.

NOURSHINE MFG. Co., Los Angeles (hair tonic), has been added as sponsor of a new domestic science series over the NBC-KGO network, titled "Ann Warner's Chats With Her Neighbors", with Alma LaMarr. The other sponsor is Health Food Stores, San Francisco. D. Ghirardelli Co., San Francisco (chocolate and cocoa), has renewed its time on the Magazine of the Air morning household feature, from which Roman Meal Co., Seattle, has withdrawn. The NBC-KGO network has also lost the "Dr. Dick" serial sponsored by the Centaur Co., New York (Castoria); it was dropped in favor of the network program from New York.

WESTERN AUTO SUPPLY Co., Los Angeles, with more than 150 retail outlets in the west, late in March inaugurated a weekly program from KHJ, Los Angeles, over the Don Lee network in California. "America Victorious" captions the program which will run four Sundays as a test. Raymond Paige and his studio orchestra furnish the musical background.

SOUTHWEST Broadcasting Co., with an 8-station hookup of Texas and Oklahoma stations, reports the following accounts signed for its network: Harold F. Ritchie & Co., New York (Eno salts), "Eno Crime Club", Mondays and Tuesdays, 9 - 9:30 p.m., through N. W. Ayer & Son; National Aid Life Ass'n, Oklahoma City (auto insurance), "National Aid Rhythm Boys", Tuesdays, Thursdays and Saturdays, 7-7:15 p.m., direct; Trinity Life Insurance Co., Fort Worth, Mondays, 8:30-8:45 p.m, direct; Sal-O-Dent Laboratories, St. Louis (Salomint toothpaste), string band, daily except Sunday, 7:45-8 p.m., direct.

WHITE STAR REFINING Co., Detroit (gas and oil), on March 27 extends to the 7-station Michigan State Network its "White Star Reporter" digest of the day's late news by Robert J. True, originally sponsored on WXYZ, Detroit. Program is scheduled each weekday at 6:30 p.m.

TRANSCRIPTIONS

NATIONAL accounts placing transcriptions on various stations in recent weeks are reported by National Advertising Records as follows:

Alderika Co., St. Paul (medicine).
Aetna Casualty & Insurance Co., Hartford.
American Macaroni Mfgrs., Minneapolis.
American Popcorn Co., Chicago.
Barnsdall Refineries, Oklahoma City.
Beech-Nut Packing Co., Canajoharie, N. Y.
Bristol-Myers Co., New York (Ingram's Milkweed Cream).
Carleton & Hovey Co., Lowell, Mass. (Father John's Medicine).
J. C. Eno, Ltd., New York (Eno Salts).
Folger Coffee Co., San Francisco.
Foulds Milling Co., Chicago (macaroni and spaghetti).
General Foods Corp., New York (cooking school).
General Mills, Inc., Minneapolis (Bisquick).
General Mills, Inc., Minneapolis (Gold Medal Flour and Wheaties Cereal).
Great Atlantic & Pacific Tea Co., New York (foods).
Grocery Store Products, New York (Toddy chocolate drink).
Edna Wallace Hopper, Chicago (cosmetics).
Household Finance Corp., Chicago (financial).
Hygrade Sylvania Corp., Emporium, Pa. (radio tubes).
Iodent Chemical Co., New York (toothpaste).
Loose-Wiles Biscuit Co., Long Island City, N. Y. (Sunshine biscuits).
J. W. Marrow Co., Chicago (Marrow-Oil shampoo).
Minit-Rub Co., St. Louis, Mo. (medical product).
Musterole Co., Cleveland.
National Oil Products, Inc., Harrison, N. J. (shampoo).
Parkelt Co., San Francisco (tonic).
Louis Phillippe, Inc., Chicago (cosmetics).
Rio Grande Oil Co., Los Angeles (gas and oil).
Rochester Packing Co., Rochester, N. Y. (meats).
Roman Meal Co., Seattle, Wash. (cereal).
Rumford Chemical Co., Rumford, R. I. (baking powder)
Safeway Stores, Oakland, Cal. (groceries).
Sperry Flour Co., San Francisco.
Stanback Co., Atlanta (headache remedy).
Stanco, Inc., New York (Nujol).
Standard Homeopathic Pharmacy, Los Angeles (medicine).
Sterling Products Co., Wheeling, W. Va. (Cascarets).
Three Minute Cereals Co., Cedar Rapids, Ia.
Washington, G. Coffee Co., New York.
Watch Tower Society, Brooklyn, N. Y. (Judge Rutherford).
Western Grocery Co., Marshalltown, Ia. (Brown Beauty beans).
Wyeth Chemical Co., New York (Hill's Cascara Quinine).

Ad Club Hears James

MERCHANDISING tieups with radio programs will be discussed before the Radio Advertising Group of the Advertising Club of New York at its next round table meeting at noon, Wednesday, April 5. The speaker will be E. P. H. James, sales promotion manager of NBC. Walter Neff, of WOR, is conducting the radio series.

RADIO and automotive interests have combined to fight a bill introduced in the Pennsylvania legislature to prohibit radios in automobiles.

PROSPECTS

JAMES A. AICARDI & SONS, Boston (I-Car-De Mayonnaise), will use radio with newspapers and posters in a campaign to be handled by The Mitchell Co., Boston.

JACOB RUPPERT BREWERY, New York, has announced a $500,000 advertising campaign to be handled by the H. E. Lesan Co., New York. Media have not yet been selected.

ALL-STATE INSURANCE Company, subsidiary of Sears Roebuck & Company, Chicago, is considering the use of spot announcements on a few stations. E. H. Brown Advertising Agency, Chicago, is handling account.

THE EOPA Co., San Francisco (proprietary medicines) will use radio with newspapers and magazines in a new campaign to be handled by the Guenther-Bradford Co., Los Angeles agency.

CLEVELAND & BUFFALO Transit Co., Cleveland (steamship lines) will use radio with newspapers and magazines in its seasonal campaign, to be handled by Hubbell Advertising Agency, Cleveland.

AGENCIES AND REPRESENTATIVES

IN THE REPORT in the March 15 issue of BROADCASTING regarding the suspension of Chesterfield account on CBS April 15, it was erroneously stated that the account is handled by Lennen & Mitchell, Inc., New York. That agency does not handle this account, but handles the Old Gold account. Newell-Emmett Co., New York, handles the Chesterfield account.

L. D. FERNALD, former general manager of the Evans Publishing Corp., New York, and for 10 years assistant general manager of the Conde Nast publications, has joined the New York office of Scott Howe Bowen, Inc., as vice president.

KARL KNIPE, sales manager of CBS, and Alfred J. McCosker, director of WOR, have been appointed to the publicity committee for the 1933 convention of the Advertising Federation of America to be held in Grand Rapids, May 25-28. The committee is headed by C. C. Younggreen, executive vice president of Reincke - Ellis - Younggreen & Finn, Chicago agency.

YOUNG & RUBICAM, Inc., New York, has announced the appointment of William R. Stuhler to take charge of radio activities.

NOBERT BEEREND, formerly with CBS and later with the U. S. Advertising Corp., has been appointed vice president in charge of radio by Reincke - Ellis - Younggreen & Finn, Chicago agency.

GERARD B. McDERMOTT, former general manager of the Vitaglo Motion Picture Corp., has joined the sales staff of the Chicago office of World Broadcasting System.

JAMES E. DAVIDSON, Jr., formerly with Lord & Thomas in New York, has joined Bozell and Jacobs, Inc., Omaha agency, as account executive. His first merchandising campaign is for Excelsior Springs Natural Crystals.

EARL A. MEYER, formerly manager of the press bureau of the J. Walter Thompson Co. in Cincinnati, has been appointed publicity manager for the Thompson-Koch Co., Cincinnati. He was at one time co-publisher of RADIO AND ENTERTAINMENT. In his new position he will be in charge of merchandising publicity for Sterling Products, Inc.

H. C. BERNSTEIN, head of the Bernstein Advertising Agency, Los Angeles, addressed the NBC-KPO network audience on radio's service to the public and to the advertiser March 20.

IOWA HAS ELEVEN COMMERCIAL RADIO STATIONS — BUT

ONE Station...WOC-WHO

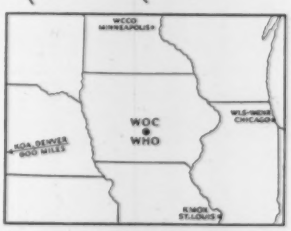
-50,000 Watts, Full-Time, Cleared-Channel-

Has 92% of the TOTAL Commercial Evening POWER

IN no other state in the Union does the advertiser secure such a tremendous power advantage as offered by WOC-WHO in Iowa.

The total radio power output licensed for commercial broadcasting in Iowa is 54,000 watts for evening hours. Of this, 92 per cent—or 50,000 watts—is used by WOC-WHO, as compared with a total of 4,000 watts divided among the ten other commercial radio stations in the state.

In Iowa, high-powered broadcasting is necessary to secure sales at lowest cost.



Map of 50 kw. transmitters in Middle West, showing advantage in location of WOC-WHO.

In contrast to many sales territories, Iowa is not dominated by one or two cities. With 50,000 watts, WOC-WHO covers scores of cities and hundreds of small towns in all of Iowa and adjoining states. This coverage is needed to do a good selling job.

For rates and detailed information, write, wire or phone

WOC-WHO

CENTRAL BROADCASTING CO.

DAVENPORT
1002 Brady Street
Phone Kenwood 5140

DES MOINES
914 Walnut Street
Phone 3-3251

FRED M. JORDAN has succeeded Carl M. Heintz as vice president and general manager of the Los Angeles office of Hanff-Metzger, national advertising agency. Announcement was made in Los Angeles during March upon the arrival of Joseph A. Hanff, president, from New York. Jordan will have charge of Pacific coast operations for the agency.

McJUNKIN Advertising Co., Chicago, has been appointed to handle the account of the Atlas Brewing Co., Chicago, according to an announcement by Y. H. Chalifoux, Atlas advertising manager.

GEROLD M. LAUCK, vice president and director of N. W. Ayer & Son, has been appointed manager of the New York office, succeeding James N. Mathes, resigned.

PREMIER-PABST SALES Co., 720 No. Michigan Ave., Chicago, is the new name of the Premier Malt Sales Co., sponsors of Ben Bernie's Blue Ribbon Malt programs. Change is in name only, resulting from recent merger with the Pabst Corp., Milwaukee.

BURNET-KUHN Advertising Co., 520 No. Michigan Ave., Chicago, has been appointed to handle the advertising of Allen-A Co., Kenosha, Wis. (hosiery and underwear).

CRITCHFIELD & Co., Chicago agency, will liquidate its business March 31 and reorganize. Irving B. Allen has resigned as vice president and rejoined H. W. Kastor & Sons, Chicago. Leroy T. Goble has left Critchfield also to join Earle Ludgin, Inc., Chicago.

THE DAVENPORT (Ia.) Advertisers Club is sponsoring a series of talks over WOC on the value of advertising.

COMMANDER-LARABEE Corp., Minneapolis (Airy cake flour and Kwik BisKit), has appointed Addison Lewis & Associates, Minneapolis, to handle its advertising.

STUDIO NOTES

ANOTHER CLAIM to the distinction of being the oldest commercial program on the air is made by WOC-WHO, Davenport-Des Moines, for the Crescent Macaroni and Cracker Co., which presents an hour of music each week. On March 3, WOC-WHO broadcast the 593rd consecutive "Crescent Hour of Music", according to D. D. Palmer, vice president of WOC-WHO. He adds that in the eight years the Crescent Macaroni and Cracker Co. has been on the air it has done practically no other advertising, except a small newspaper display with radio programs. Hugo Schmidt, president of the Crescent company, says: "Radio has unquestionably made Crescent products household bywords".

A LETTER of commendation for the production of Uncle Remus stories has been received by KMOX, St. Louis, from Lucien Harris, son of Joel Chandler Harris, author of the stories, according to J. L. Van Volkenburg, director of operations. Under sponsorship of Purina Mills (Ralston cereal) the stories are dramatized three times weekly.

"CUCKOO CLOCK" is the title of a daily - except - Sunday program from 7:30 to 8 a.m. on WLBF, Kansas City, Kan. An announcer gives the day of the week and the time every three minutes. The program is made up otherwise of phonograph records interspersed with wisecracks and jokes.

EACH SUNDAY afternoon program of the Riverside Monumental Works, Macon, Ga., is dedicated to a particular town or community within the hearing radius of WMAZ, Macon, and cards are sent to residents of the community announcing the program. A mixed quartet provides the chief entertainment.

WITH the approach of warm weather, engineers at WBT, Charlotte, N. C., are taking every precaution against the "bug menace" lest the station be knocked off the air by the collision of a good-sized insect with the transmitter. By flying against condenser plates or other live portions of the transmitter a bug can cause a short circuit, although the insect pays the supreme penalty by electrocution.

A GENERAL ELECTRIC model kitchen has been installed in a glass-enclosed kitchen at KMOX, St. Louis, and the public is permitted to watch Miss Ann Walsh, home economic expert, prepare foods as she broadcasts each morning at 11 o'clock.

WBT, CBS southern key station, Charlotte, N. C., will celebrate its twelfth anniversary April 7 with a full day and night program, some features of which will originate in other CBS stations.

MRS. FANNIE BAILEY, 101 years old, of Albany, was introduced to the radio audience by WOKO, Albany, March 12 in a drama written about the first run of a train in New York state in 1931 over the Mohawk and Hudson Railroad.

ORGANIZATION of a children's broadcasting station staff is a feature of the Uncle Quin's children's program on WGN, Chicago. Some of the foremost radio stars are being impersonated by the youngsters.

A HIGHLY successful feature of KFYR, Bismarck, N. D., is the KFYR Radio Lone Scouts, the only organization of its kind in America. The organization has its own band, composed of 22 boys and their older instructors, and for its regular broadcasts features guest stars from other programs on the station.

WLWL, New York, has been holding open house at its new studios at 415 West Fifty-ninth Street.

WLW, Cincinnati, was saved from the ravages of the recent flood by the efficient operations of the village fire department of Mason, O., where its 5 kw. transmitter is located. After more than two feet of water had filled the high voltage room of the plant to a point where but six more inches of water would have "washed" the station off the air, the fire department was called, and in five hours its pumps had cleared the room of the back water.

ANOTHER unit consisting of 12 people has been formed for the WLS Barn Dance and will be known as the "Merry-Go-Round Company" in personal appearances. Various units of the Chicago station's Barn Dance group are making personal appearances in midwest cities, returning periodically to the Saturday night broadcast show in the Eighth Street Theater.

"Voice of the Alleghenies"

WFBG Altoona, Pennsylvania

WM. F. GABLE CO.
Near the Famous Horse Shoe Curve

• • •

COVERS CENTRAL PENNSYLVANIA with population area of 300,000.

IN THE HEART of rich farming, railroad and mining section.

LOCAL STATION that gives only reliable service available in a forty mile radius.

Equipped with 33 1/3 and 78 r.p.m. turntables.

in the important

9TH U.S. RETAIL MARKET

MINNEAPOLIS KSTP ST. PAUL

EXECUTIVE OFFICES
Hotel St. Paul, St. Paul, Minn.
CEdar 4400

NEW YORK OFFICE
Graybar Building
MOhawk 4-4999

CHICAGO OFFICE
Free & Sleininger, Inc.
180 N. Michigan Ave.—Franklin 6373

AT NO EXTRA COST

With the announcement of increase to 25,000 watts day-time power, KSTP offers to advertisers . . . .

MORE POWER • DIAL FREEDOM • GREATER RESULTS

OUR UNIQUE POSITION-

MINNEAPOLIS
KSTP
-SAINT PAUL
HIGH POWER STATIONS ON ANY RADIO DIAL
ONE STATION
36 STATIONS
1500 KC
500 KC
WABC WHO WJR WSB KDKA WTIC KZRM KGO WENR KSL WBAP KMOX WFAA WMAQ WCAU WEAF WOR WLW WLS WBT WBAL KNX WJJD WSM WBZ WJZ WOAI KFI WCCO WBBM WGN WTAM KDKA

25,000 WATTS

WJSV's 10,000 WATTS

and COLUMBIA PROGRAMS

DOMINATE GREATER WASHINGTON

Nearly 9 out of every 10 homes of the District of Columbia have radios—*the highest percentage of any state.*

This heavy concentration is a reflection of the high buying power—even in these times—of the Nation's Capital and its rich and extensive suburban communities.

You Can Cover ALL of the Greater Washington Area

WITH **WJSV**

THE COLUMBIA BROADCASTING SYSTEM

OLD DOMINION BROADCASTING COMPANY
1218 Shoreham Building • Washington, D. C.

Radio Sales, Inc., 485 Madison Ave., New York
and 410 North Michigan Avenue, Chicago

WJSV IS THE WASHINGTON KEY STATION OF THE COLUMBIA BROADCASTING SYSTEM

EQUIPMENT

AN "ELECTRONICS Department" has been added by the Hygrade-Sylvania Corp., Emporium, Pa., to manufacture transmitter tubes. It will be operated as a branch division at 17 Gregory St., Passaic, N. J. William J. Barclay, former vice president of De-Forest Radio Co., Passaic, and D. E. Replogle, former DeForest chief engineer, have joined Hygrade - Sylvania together with a group of engineers of their former Passaic staff.

A NEW catalogue, listing 27 vacuum tubes for use by licensed amateurs in radiotelephone transmitters, has been issued by Western Electric Co. The bulbs range from the so-called "peanut" tube to the 276A which has a maximum plate dissipation of 100 watts. All data required by the amateur for designing his circuits in a radiotelephone transmitter is presented in the catalogue, which can be procured at all offices of the Graybar Electric Co.

WHAT is termed a "revolutionary" all A. C. operated remote control amplifier and microphone power supply is the latest addition to the line of the Remler Company, Ltd., San Francisco.

LITTLEFUSE Laboratories, Chicago, has issued its new 1933 Catalogue No. 5, listing its fuse and accessories line.

A BILL (H. 27) which would make mandatory the broadcasting, under reasonable regulations, of athletic contests wholly between South Carolina schools of higher learning, has been passed by the House of that state and now goes to the Senate.

COVERS LEGISLATURE
WMBC Opens Auxiliary Studio At Michigan Capital

Mr. Gedge

FIRST - HAND news of activities in the Michigan legislature is being broadcast daily from the state capital, Lansing, by WMBC, Detroit, under sponsorship of the Michigan Motor Transport Association.

The Detroit station has opened an auxiliary studio in the Roosevelt Hotel, Lansing, and James D. Foster has been stationed there as WMBC's reporter. Important legislative activities are reported and interpreted from 6:30 to 7 p.m. daily. In addition, W. Wright Gedge, WMBC manager, spends about three days weekly at the capital and broadcasts from there.

Proponents and opponents of significant measures are invited to engage in brief debates in the WMBC Lansing studio. State executives, including Governor Comstock, have also used the station's facilities to speak to the people of Michigan. The state's chief executive has spoken on the hookup four times since its inauguration two months ago. When he spoke over the WMBC line after closing the state's banks, all Detroit and several other stations throughout the state picked up the address.

"SHOT" FROM RADIO MOVIE—Announcer Snedden Weir is making station break while intervening seconds are filled in on a celeste in the two-reeler produced by WOKO to show inside operations of a broadcasting station.

"THIS THING called Radio" titles a novel talking motion picture produced by WOKO, Albany, in cooperation with Warner Brothers, and now being shown at Albany theaters to acquaint the public with the inside operations of a broadcasting station.

The premier showing of the film, which also marked WOKO's second anniversary, was on March 8 at the Strand Theater, Albany. More than 3,000 persons packed the theater to witness a stage show by WOKO stars, the new Warner film "42nd Street" and the radio talkie.

The WOKO film, written and directed by Harold E. Smith, general manager of the station, depicts the daily operations of a modern broadcasting station both in the studios and in the transmission plant. In two reels the audience is shown typical radio programs in production and is given a running description and views of the technical set-up.

On the opening night the show was broadcast over the Albany station. Celebrities, headed by Lieut. Gov. Bray and Mayor Herzog, addressed the radio and theater audiences through microphones in the lobby.

Snedden Weir, announcer, acted as master of ceremonies in introducing the Jolly Rogers Quartette, Hurtado and Hernandez, Joan Lee, Irving Spector and the WOKO male chorus, all of whom presented their radio specialties on the stage. Mr. Smith welcomed the gathering and presided over the ceremonies.

"This Thing Called Radio" ran for a week at the Strand, after which it was scheduled to be shown in two other Albany theaters and in Troy and Schenectady.

Brisacher Transcription Expanding to Mid-West

THE GREAT success attained by Emil Brisacher & Staff, Los Angeles agency, for the Hancock Oil Co. of California with its "Seal of the Don" transcription series, spotted for 13 weeks as a thrice weekly serial on a group of California stations, has led to plans to extend the series to other sections of the country. The Brisacher organization announces that it will shortly be sponsored by an unnamed middle western manufacturer.

Hancock Oil used the series to introduce a new higher priced gasoline, and within seven weeks increased fivefold the number of service stations handling it. Total sales jumped from nothing to about 1,000,000 gallons a month. The write-in feature was a milk chocolate dagger given for certificates representing 5-gallon purchases. The story features "Don Hancock", a young Robin Hood fighting a tyrannical Mexican governor of old California.

To Synchronize

EXPERIMENTAL synchronization of WBBM, Chicago, and KFAB, Lincoln, both CBS affiliates, enabling the stations to operate full time on the 770 kc. channel which they are regularly licensed to share, was authorized by the Radio Commission March 24. The action sustains the recommendation of Chief Examiner Yost made last February.

A protest against the decision was filed by WGN, Chicago, through its counsel, L. G. Caldwell. It asked that the action be set aside, or, failing that, that it be designated for hearing.

SPORTS SPARKS and BALL PARKS

Are one and the same to St. Louis Radio Fans

BECAUSE . . .

SPORTS SPARKS ★ ★ ★ is a nightly explosion of sports flashes

SPORTS SPARKS ★ ★ ★ is the only 15 minute sports broadcast in St. Louis

SPORTS SPARKS ★ ★ ★ is the "Clearing House" for local sports controversies

SPORTS SPARKS ★ ★ ★ is the flashiest comment on sports activities

AND . .

SPORTS SPARKS ★ ★ ★ is the ideal program for the firm who desires to reach the most consistent Sports Audience

FOR PARTICULARS, WRITE TO

WIL

SAINT LOUIS, MISSOURI

WBAL

BALTIMORE

Maryland's Only Clear Channel Station

Many Radio Measures Before Congress, Including Pocket-Vetoed Omnibus Bill

Probe of U. S. Broadcasting and Network Inquiry Proposed; No Likelihood of Action This Session

DESPITE the likelihood that the current special session of Congress, called by President Roosevelt to consider emergency legislation, will continue until June, there is little prospect of enactment of any measures concerning radio, according to leaders of the two houses. A half-dozen bills on radio subjects which died with the last Congress have been reintroduced, but are destined to await the regular session of the new Congress, which convenes next January.

Chairman Dill, (D.), Washington, of the Senate Interstate Commerce Committee, declared in connection with the reintroduction of radio bills, that his committee, unless commanded by the President, would not consider any of them at the current special session. The committee, however, has been organized, and held a hearing March 29 to consider the appointment of James H. Hanley, of Omaha, to be a radio commissioner.

Subcommittee on Radio

CHAIRMAN Bland, (D.), Virginia, of the House Merchant Marine, Radio & Fisheries Committee, called a meeting March 23 for organization purposes. He announced that he had conferred with Speaker Rainey regarding matters before that committee, and was told that only emergency legislation would be considered at the special session. The committee shortly will designate a radio subcommittee.

First of the bills to be reintroduced was the so-called Davis omnibus bill, which passed both Houses last session but was killed by President Hoover's pocket-veto. The bill, formerly known as H. R. 7716, but now bearing the number H. R. 1735, was reintroduced by Chairman Bland, in the exact form of its passage by both House and Senate. Senator White, (R.), Maine, was opposed to the measure, while the Radio Commission and the NAB also offered passive opposition. (For details of bill see March 15 issue of BROADCASTING.)

Communications Commission

REP. RAYBURN, (D.) of Tex., has reintroduced his bill to establish a Federal communications and power commission, to absorb the radio and power commissions and to exercise full control over all communications. When he introduced the measure last session, Rep. Rayburn indicated that it had the endorsement of the then President-elect Roosevelt.

Senator Dill has reintroduced his bill to amend and consolidate the copyright laws, and his resolution to allow the broadcasting of debates from the Senate floor, and to equip the Senate for broadcasting. Rep. Fulmer, (D.), South Carolina, has reintroduced his concurrent resolution to provide for an inquiry into broadcasting in the United States by a mixed commission over a two year period, the results to be used as a basis for new legislation.

The chain broadcasting resolution of Rep. McFadden, (R.), Pennsylvania, providing for an investigation into the earnings and expenditures of NBC and CBS to ascertain whether a broadcasting monopoly exists, also was reintroduced. Like the Fulmer resolution, it was referred to the House Rules Committee.

Wave Parley Plan Still Undetermined

Sykes Warns Broadcasters Against False Rumors

REAFFIRMING previous official statements that subterranean rumors that a sweeping broadcasting reallocation would result from the North American radio conference are "premature and wholly unfounded," Chairman Sykes of the Radio Commission declared March 28 that it is too early to predict American recommendations to the North American wave conference at Mexico. He is a delegate to the conference, which probably will be held in May, although no definite date has been fixed.

"Meetings are being held by committees to work out details preparatory to the conference," Judge Sykes said. "The American delegation and the State Department are considering all aspects of these plans. We cannot tell at this time what procedure finally will be decided upon or what will happen at the conference."

Along with Judge Sykes, Senator Wallace White, Jr., of Maine, also a delegate to the conference, at which a redistribution of broadcasting channels available to this continent will be considered, has attended at the meetings. A variety of plans, held confidential by strict injunction of the State Department, have been submitted, drafted and redrafted, but none as yet bears any official approval.

If any of the plans submitted by broadcasting, mobile, government, shipping or other interests contain proposals for radical alteration of existing allocations in this country, they are simply recommendatory in nature, and in no wise can be considered final. It is known that from the outset, broadcasters, through their special NAB representative, James W. Baldwin, former Commission secretary, favor enlargement of the broadcast band below 550 kc., while Navy and mobile groups have been inclined to oppose such a revision. The latter have alternately favored enlargement on the upper end of the present band from 1,500 kc.

While no official word has been received from Mexico fixing a definite date for the conference, first tentatively scheduled for the middle of April, it is now believed the conference will be held in May.

4,000
People Attended..
•
40,000 Were Turned Away!!
•
At Opening of
WHAM's
New 25,000 Watt Transmitter

To celebrate the opening of its new transmitter on March 4th, Stromberg-Carlson Station WHAM at Rochester engaged the Eastman Theatre and presented a galaxy of stars in a 3-hour broadcast from the stage.

It was announced on Sunday, February 26th, that tickets could be obtained from any Stromberg-Carlson dealer in Rochester. By Monday night every ticket was gone. During the entire week, people were clamoring for tickets . . . even offering large sums to holders of choice seats. Crowds from all over Western New York surrounded the theatre striving to obtain admission.

A Strong Proof of Listener Interest!

COVERAGE

Now with a single station, you can cover Central, Western and Southern New York, Northern Pennsylvania, Eastern Ohio, and the Province of Ontario . . . an area in which are located:

53.2% of the income tax returns showing incomes over $5,000, and
59.37% of the nation's manufacturing.

WHAM has complete talent facilities for originating programs, either local or for the NBC Blue Network with which it is associated.

Transcriptions are acceptable when quality of recordings and program contents meet station's approval. Western Electric Double Turntable, 33 1/3 R.P.M., lateral and vertical pick-up equipment is used.

Write for rates, open time and complete market data on the prosperous area WHAM serves.

STATION WHAM

Sagamore Hotel,
Rochester, N. Y.

Owned and Operated by the Stromberg-Carlson Telephone Manufacturing Company.

Operating Power: 25,000 watts, 260.7 meters, 1150 kilocycles.

Clear Channel . Full Time . Associated NBC

The Big Five
of
Pittsburgh's
Department
Stores

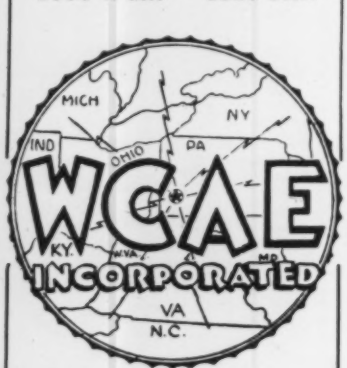
USE
WCAE
to Carry
Merchandise
Messages to
Pittsburgh's
LARGEST
RADIO
AUDIENCE

■

WCAE Is First on the air in Pittsburgh, and the last off. Its week-day schedule of *18 hours, 18 minutes* carries programs of local appeal and NBC Red Network features.

■

1000 Watts *1220 Kcs.*



Affiliated with
Pittsburgh Sun-Telegraph

Power of Spoken Word

(Continued from page 11)

stories and illustrations to build up the interest in their publications. This is comparable to what is known in radio as sustaining programs. I merely have to call your attention to such broadcasts as the World Series play-by-play, football games, the introduction of the lapel microphone at the Democratic National Convention and election returns, to say nothing of such events as the broadcast of opera stars, outstanding orchestras and the news reviews by Edwin C. Hill, to show you what radio can do in this respect. All of these broadcasts develop a listening audience, they incur goodwill toward radio and public acceptance for the transmitting medium. They establish a platform upon which the advertiser can stand.

Unique Survey

WE RECENTLY conducted a local survey which was most unique and enlightening. A druggist friend of mine told me a few weeks ago that he had been ordering certain articles that he had never ordered before and that they were selling rapidly. He could not account for these sales at first, but upon investigating found that they were on the air. Acting on this information I analyzed our program schedule and found that about 75 per cent of the products advertised were salable through drug stores. We sent out 1136 questionnaires and received in return 448 or nearly 40 per cent.

On this questionnaire we listed the various products with spaces following to indicate whether the sales were very good, good, fair or slow. To test the veracity of the survey we included some articles, such as, TIME MAGAZINE, which we knew did not have a great sale on drug store news racks. We included two products which had been advertised very little on the air and we also included two products of local manufacture and distribution. These items proved conclusively that the returns were correct. In four of the products the very good column was not sufficient to express the satisfaction of the druggist so we had to add a super sales column.

For Wrigley Gum 266 questionnaires indicated sales very good, 135 good, 23 fair and only 5 slow. Chesterfield registered 4 super sales, 211 very good, 124 good, 60 fair and only 10 slow. Ex-lax registered 14 super sales, 356 very good, 50 good, 7 fair and only 1 slow. Vicks products registered 12 super sales, 342 very good, 62 good, 10 fair and no slow.

Druggists Comment

ON THE REVERSE side of our questionnaire we asked the druggists to suggest products they would like to have advertised. One hundred and twenty-one different products were suggested, some of them many times.

We also asked for comments and we received some such expressions as these—

"We think radio advertising to be the best. Any kind of line advertised over the radio will increase sales on that particular item."

"We have found a very decided increase in sales in any article for which there is a daily need after radio advertising started. Several of the lines which we have checked as good have only become so since the radio advertising started."

"We believe this form of advertising will increase most any merchandise of merit from 40 to 75 per cent. We believe since nearly every family has some kind of radio this is by far the most effective means of advertising."

"Radio advertising effective. Helps a lot on slow moving merchandise. We hope more manufacturers will see the light."

"We wish it were possible for most everything we sell to be advertised on the air. Our experience has been that the radio advertised lines are the only ones showing an increase in sales. The others falling off."

In Featuring the NEW Union Mutual Life Programs

82 RADIO STATIONS thruout America, with power ranging from 100 to 50,000 watts, are

(1) Adding substantially to their operating revenues in the broadcast of this series of 5 minute "open schedule" or "floating time" programs.

(2) Advertising a remarkable life insurance service, guaranteed by a sound progressive legal reserve Company, foremost in the development of the COMPANY TO POLICY-HOLDER PLAN, eliminating all costs of medical examination and personal solicitation, and for the first time in history applying the tremendous mass merchandising power of radio to the DIRECT sale of life insurance.

THE UNION MUTUAL LIFE COMPANY of Iowa is the ONLY life insurance company prepared to extend this invitation and opportunity to your station—and you will never know how really worth while these programs are in the building of profits, listener-interest and good will until full information concerning these new programs is in your hands!

Quoting Carl H. Butman, former secretary Federal Radio Commission: *"You are doing a very wonderful thing in a pioneer field and I think the whole industry owes your Company a vote of thanks."*

Send TODAY for FREE INFORMATION concerning this new radio feature!

Union Mutual Life Company of Iowa
Des Moines

Banks Close, Radio Sells

(Continued from page 9)

first day, $600 worth the second day, $400 the third. And this in the second week of Detroit's bank holiday! The other stores did a business on this item hardly worth mentioning.

Perhaps the greatest of Kern's adventures in selling to a depression market was its silk sale. Twenty-thousand yards of glistening silk—offered at 59 cents a yard. A fair price, undoubtedly. The same quality once sold for $1.59 a yard. But silk epitomizes luxury. It isn't a necessity like tonight's dinner. Billy Repaid put the story on the air, with all his enthusiasm. Would it sell? WJR executives, apprehensive, stopped in Kern's on their way to work—to find the silk department submerged by housewives. More than 6,000 yards were sold the first day; 1,700 women attended the sale, their purchases averaging silk for three dresses. And this day was highest in sales of any single day in Kern's silk department for over six years!

Spontaneity is Key

IT'S spontaneity that puts it over, plus of course the careful judgment and timeliness used in selection of the item.

The intelligent use of radio may be the salvation of department stores in the present emergency. And the retailer who can't get returns from radio is making a mistake, somewhere. Either the copy lacks punch, what he has to sell isn't interesting, or the time is not right. Retailers have no right to blame radio as a medium. What they need, is to discover a dignified common sense *human* manner of appeal over the air; to find out what the people want, and promote it until they stop wanting it.

This was a golden opportunity for radio to prove itself. What we could put over in critical times will go over doubly when times are good. And when listeners flock to buy rowing machines, silks and silverware during a banking holiday, then radio seems to be doing its job.

Supreme Court to Hear Arguments on Appeal Of WIBO Case in April

SUPREME COURT consideration of the validity of the Davis amendment and the quota regulations governing distribution of broadcasting facilities will begin the week of April 10 when arguments in the WIBO case are tentatively scheduled before the nation's highest tribunal on the government's appeal from the decision of the District of Columbia Court of Appeals.

Under court procedure, briefs must be filed three weeks in advance of arguments. Whether the government will seek an extension of time is not yet known. Solicitor General Thacher will argue the case for the government, and Mrs. Mabel Walker Willebrandt, former Assistant Attorney General, and counsel for WJKS, Gary, Ind., will appear for the intervenor. The law office of the late Levi Cooke represents both WIBO and WPCC, Chicago, which were successful in the lower court. It is expected that some well known constitutional lawyer will be retained by the Chicago stations.

The case, which is regarded as the most important test of the Commission's power to regulate radio ever to be appealed, grows out of the Commission's order of last year deleting the two Chicago stations and assigning their facilities to WJKS. The Court of Appeals, by majority opinion, reversed the Commission and held its decision arbitrary and capricious. A final victory by the Commission would empower it to transfer facilities as it sees fit from the 27 overquota states to underquota states.

The Court of Appeals of the District of Columbia March 18, denied the petition of WJJD, Mooseheart, Ill., for a stay order from the Commission's decision denying it authority to operate after sunset at Salt Lake City on KSL's frequency. On the same day the court dismissed the appeal of D. W. Wallace from the Commission's decision revoking the license of KGMP, Oklahoma City, the facilities of which were sought by Mr. Wallace. Action was taken on the Commission's motion.

The Commission's petition for rehearing the appeal of KFPY, Seattle, from changed wave assignment, was denied by the court March 18. In reversing the Commission, the court a fortnight ago remanded the case to the Commission.

In a petition filed March 28, the Commission asked the court to rehear and reconsider its decision in the case of WOQ, Kansas City, in which the court reversed the Commission's decision deleting the station.

AN INCREASE from 250 to 500 watts in the power of CMCJ, Havana, and a license to CMBY, Havana, changing its status to commercial and thus authorizing it to accept advertising, have been decreed by the Cuban government in its OFFICIAL GAZETTE.

EN ROUTE to Ottawa to act as advisor for the Canadian Radio Commission, Maj. W. E. Gladstone Murray (right), Canadian-born public relations director of the British Broadcasting Corp., spoke to American listeners over NBC March 25. M. H. Aylesworth, NBC president, is shown at left.

RADIO TO RESCUE
WSM and WCKY Aid in Relief After Local Disasters

MORE EXAMPLES of heroic work by radio stations appeared during the last fortnight as WSM, Nashville, and WCKY, Covington, Ky., assisted in relief work following local disasters.

A twister demolished 500 homes in East Nashville and caused 11 deaths and several hundred injuries. Remaining on the air until 3:30 a.m., WSM broadcast messages of relief and presented talks by police, fire and welfare officials. Eye-witnesses described the devastation wrought by the tornado. Harry Stone, WSM manager, and "Tiny" Stowe, continuity writer, made a tour of the stricken area and subsequently reported their observations on the air.

The Cincinnati flood, during which the Ohio River rose to the greatest height since 1913 drove thousands of families from their homes in southern Ohio and northern Kentucky. WCKY announced the height of the river hourly and broadcast news reports several times daily.

Statements to the public from C. A. Kykstra, Cincinnati city manager, and other officials, asking the people to stay away from the flooded areas and to cooperate in other ways with relief workers were broadcast. Official calls for mobilization of militia and reserve men for flood duty also were put on the air.

Canada to Expand Sustaining Service
Commission is also Planning To Encourage Sponsors

INDICATING its intention of expanding its sustaining program services, the Canadian Radio Broadcasting Commission has announced that it is negotiating for the rental of coast-to-coast lines to hook up stations for national broadcasts. At present the Commission's broadcasts are limited to three programs a week—symphony concerts on Tuesday nights, band concerts Fridays and old-time music Saturdays.

"The high cost of transcontinental wire transmission," the Commission stated, "in the absence of a permanent lease on coast-to-coast wires, and the fact that practically all the important broadcasting stations as well as leading entertainment organizations were under contract for the best broadcasting time when the Commission came into being, have been factors limiting the scope of the Commission's activities in national broadcasting.

"The Commission plans, however, after it secures wire facilities, to provide a complete schedule of national programs to be broadcast from coast to coast for specified hours each day. The Commission probably will have control of transcontinental wires from 6 to 11 o'clock in the evening." Negotiations for the wires, it is added, must be undertaken.

While the Commission's programs will carry no advertising, it is stated that "the Commission plans to encourage large advertisers to develop transcontinental broadcasts of a type that will appeal to Canadian listeners." It is felt that the Commission's recent acquisition of the stations of the Canadian National Railways "will facilitate to some extent the efforts of the Commission to improve Canadian broadcasting."

Nationalization of Canada's entire broadcasting system still appears to be distant, in view of the fact that the 1932 act establishing the Commission stipulates that the money it spends shall not exceed the revenue received from radio set license fees. The revenues from the $2 fees totalled $1,400,000 for the first 10 months of the present fiscal year.

DOOLITTLE & FALKNOR, Inc.

FREQUENCY MEASURING SERVICE

May be arranged to provide daily or any specified number of measurements per week as well as individual measurements at station's request.

Write for prices on schedule suitable to your needs.

1306-1308 W. 74th St. *Phone:* **Stewart 2810**

CHICAGO, ILLINOIS

CKOK

continues to lead all stations in its area, in number of sponsors, because, dollar for dollar, it offers the greatest and most responsive audience in its entire territory.

With advertising appropriations guarded as never before, local merchants have concentrated on proven media. Their confidence, during these trying times, is a true criterion of CKOK's effectiveness.

CKOK
THE INTERNATIONAL STATION

5,000 Watts 540 Kc. 555.6 Meters

INTERNATIONAL CLEARED CHANNEL

Columbia Basic Network

Union Guardian Building, Detroit, Michigan

Guaranty Trust Building, Windsor, Ontario

XUM

"In the Heart of the East"

MASON DIXON RADIO GROUP

National advertisers having a message for the large area of Pennsylvania, Delaware, Maryland, Virginia and West Virginia covered by this group are invited to test the facilities of these stations.

Let us combine your sales story, your local distribution and our merchandising department into a local program that will sell your goods.

A buying public in excess of 2,000,000 people with more than 300,000 radios in their homes live within the primary coverage of the MASON DIXON RADIO GROUP.

As to rates—when the group is used as a unit you pay only minimum rates for primary coverage.

Write today. You will receive by return mail a descriptive booklet covering the group's activities, as well as any specific marketing information desired.

WORK—York, Pa.

A thousand watt station, serving a radius of from 50 to 75 miles, its primary coverage area includes the cities of Baltimore, Washington, Reading, Harrisburg, Pottsville, Lebanon, Shamokin, Hagerstown, Waynesboro, Chambersburg, Gettysburg and York.

WDEL—Wilmington, Del.

Has a radius of from 20 to 40 miles. Within its primary coverage area are Wilmington and the State of Delaware; Chester, West Chester, Oxford, Coatesville, Pennsylvania; Elkton, Bel Air, Perryville, Havre de Grace, Chestertown, Maryland and Bridgeton, Salem, New Castle, Penns Grove, Bridgeport, Hammonton, New Jersey.

WGAL—Lancaster, Pa.

Has a radius of from 15 to 20 miles. Within its primary coverage area are the cities of Lancaster, Coatesville, Lebanon, the rich county of Lancaster and portions of the counties of York, Dauphin, Lebanon, Berks, Chester, Pennsylvania and Harford County, Maryland.

WAZL—Hazleton, Pa.

Serves a radius of 15 to 18 miles. Within its primary coverage area lie portions of the rich anthracite counties of Luzerne, Carbon, Schuylkill, Columbia, Sullivan, Wyoming, Lackawana and Monroe and the cities and towns of Hazleton, Shenandoah, Mauch Chunk, Tamaqua, Mahanoy City, Berwick, McAdoo and Freeland.

WILM—Wilmington, Del.

Has a radius of from 15 to 18 miles. Within its primary coverage area are Chester, Pa. and Wilmington, Del.

Address All Inquiries To

MASON DIXON RADIO GROUP, Inc. Lancaster, Pa.

C. R. McCollough, *Genl. Mgr.*

ASCAP Propaganda Organ Out As Dill Pushes Copyright Bill

"Words & Music" Defends Copyright Demands; Congress Will Not Act at This Session

CONVENING of the new Congress brought a fresh surge of copyright activity, evidenced first by the appearance of a brand new propaganda organ of the American Society of Composers, Authors and Publishers, with which it hopes to counteract the NAB campaign for reasonable treatment on payment of royalties for performance of copyrighted music. Simultaneously Senator Dill, (D.) of Washington, reintroduced his bill for revision of the copyright laws to break the "copyright monopoly" and to prevent the "music people from holding up radio stations".

Publication of the ASCAP propaganda sheet, a four-page pamphlet, was timed for the opening of the seventy-third Congress, since it is generally known that the copyright group dreads most a revision of the antiquated copyright law of 1909 which would strip it of its monopolistic power and probably subject it to government control in the assessment of royalties. The Dill bill is designed to do that, and the Sirovich copyright bill, introduced last session and shortly to be reintroduced by the Democratic chairman of the House Patents Committee, Rep. Sirovich of New York, would go even further in that regard.

ASCAP calls its new house organ "Words & Music". It is understood that Ivy Lee, New York "public relations counsel", is handling the campaign for ASCAP and is showering copies of the organ wherever it is felt it will do some good. Hiring of the Lee organization was favored by the ASCAP board after Oswald F. Schuette had been retained by the NAB as its copyright director and had publicized the alleged excessive demands of ASCAP with telling effect.

It is reported that more than 3,000 copies of "Words & Music" were distributed among newspaper publishers and editors, members of Congress, members of the Radio and Trade Commissions, advertising agencies, national advertisers, public libraries, college professors, radio editors, feature writers and others.

Defends Past Negotiations

THE LEADING article discusses music and the radio, and defines, from the ASCAP viewpoint, the steps leading up to the negotiation of the new contract which went into effect last September, and under which stations pay 3 per cent of their "net receipts" the first year, 4 per cent the second and 5 per cent the third, plus a "readjusted" sustaining license.

The article attempts also to justify ASCAP's "special contract" for newspaper stations, designed to give them preferred treatment —a move that aroused the ire of Senator Dill and caused him to tighten the requirements respecting copyright pools in his pending bill and to threaten legislation making it unlawful for newspapers to own stations. The special newspaper contract, the article states, was to "give practical effect" to ASCAP's recognition of the contribution of the press in the development of music.

Recalls Mills' Invitation

THE PROPAGANDA sheet reiterates also the invitation of E. C. Mills, ASCAP general manager, to reopen negotiations for revision of the current copyright formula. Mr. Mills had refused to deal with Mr. Schuette, but extended an invitation to Newton D. Baker, former Secretary of War, to take up the matter when the distinguished lawyer was retained by the NAB last January as its copyright counsel. Mr. Baker and his associates are now making a detailed study of the issue and shortly are expected to decide whether to accept the ASCAP invitation or carry the case to court.

The remainder of "Words & Music" is devoted to feature articles about ASCAP activities and songwriters, most significant of which is a news box reiterating the fact that William H. Woodin, Secretary of the Treasury, is an ASCAP member and that ASCAP is "honored" to have him identified with it.

In reintroducing his copyright bill, Senator Dill said it was "absolutely essential" to obtain a revision of the 1909 copyright law as soon as possible. He said, however, that there is little hope for passage of such legislation at the current special session, which is pledged to handle only those matters requested by President Roosevelt. As soon as is practicable, he asserted, he will ask to have the Senate Patents Committee, headed by Senator Wagner, (D.) of New York, take up the bill.

"We must place some limitation on the owners of copyrighted music and the law should recognize the difference between a combination of copyright owners and individual owners to prevent such combinations from becoming so complete as to be a monopoly", Senator Dill asserted in discussing the radio provisions of his measure. He ex-

(*Continued on page 29*)

Let's Get Editorial*

LOOKING back to last autumn, when the broadcasting industry finally realized that it would have to put up a fight to escape the heavy charges laid upon it by ASCAP; recalling how quickly the Society hastened to declare that its 3 per cent did not apply to political speeches; remembering how readily the Society entered into negotiations with newspaper-owned stations to ease the toll on them—it is impossible to escape the conclusion that if broadcasting itself had been able to create or act upon public opinion, as were the politicians and press, the Society-Broadcasting picture now would be very different. ASCAP feared the politicians and press; it didn't fear radio. It feared what the politicians, elected to office, might do to it. And it feared what would happen if an irate press began berating ASCAP. But because the broadcasting industry had not yet begun taking any part in forming public opinion—despite its excellent opportunities—ASCAP did not fear the industry and, accordingly socked it in the purse.

Which leads to the conclusion, that the time has come when broadcasters should set up in their schedules an "Editorial Period", or in some way begin making those expressions of belief and interpretation corresponding to the editorial page of the newspapers to the end that broadcasting shall come to have an influence similar to that of the press.

Here and there are stations which express their own opinions on matters of current interest. (KOIL has been doing it for three years.) In a good many places local issues have won or lost because of favor or disfavor of a radio station. But not enough of the stations have realized their opportunities to make anything like a "what radio thinks" as there is a "what the press thinks." Probably the station directors have been too busy getting broadcasting started in this world of ours.

There are other reasons for a general expression of broadcast opinion on public matters, of course. Chief among them perhaps, is the very fact that radio men have the facilities for speaking their mind. No other agency, save the press, has the opportunity that broadcasting has for forming public opinion. It's but a step in reasoning to conclude that it is radio's duty to interpret, as best it can, public affairs, and aid the people in arriving at opinions thereon.

Broadcasters have the facilities, the public needs the advice, and most certainly radio men know how to express themselves. The public should benefit, and, very important in times like this, broadcasters could better defend themselves against such as ASCAP. So, lets get editorial.

*EDITOR'S NOTE—*This editorial contribution comes from the pen of John M. Henry, manager of KOIL, who for some time has been following out the ideas he here expounds, not only on the air but in trade-deal space in Omaha and Council Bluffs newspapers. His trade-of-advertising arrangements with the newspapers, incidentally, led the American Editorial Association to request further details, its letter to Mr. Henry stating that it expected to recommend to member papers that they try to make similar hookups with radio stations.*

Commission Completed

(*Continued from page 6*)

Mr. Pettey

vulnerable. Frequency monitoring operations are held less necessary since the imposition by the Commission of the 50-cycle deviation order last year. Several commercial companies are now providing frequency checking services at nominal rates for the benefit of stations, and the Commission might take advantage of their availability.

With Mr. Hanley's appointment, the Commission's roster will become complete for the first time since last July. His confirmation by the Senate appears assured, since he bears the endorsement not only of his law associate, Arthur F. Mullen, Democratic national Committeeman for Nebraska, but also of Postmaster General James Farley. Mr. Mullen first was offered the post, but since has been offered a circuit judgeship, which he declined.

About 51 years old, Mr. Hanley has long been prominent in politics and once was prohibition director for Nebraska. Until 1919 he served as secretary to the late Congressman Lobeck, and therefore is no stranger in Washington.

Mr. Pettey was radio director of the Democratic national campaign committee and chairman of the committee in charge of radio for the Roosevelt inauguration. Only 28 years of age, he attended the University of Kansas and has worked in the east for several years. He went to the Democratic committee from RCA Victor Co., where he was in the commercial sales section of the Photophone division. Prior to that he was with Metro-Goldwyn-Mayer, as film distributor in Kansas City.

With Mr. Pettey's appointment, it was practically certain that John B. Reynolds, acting secretary since Mr. Baldwin's resignation, would revert to his status as assistant secretary. Mr. Reynolds, a native of Minnesota, joined the Commission more than two years ago, moving with Mr. Baldwin from the Department of Justice.

* * *

Following a brief hearing March 29 at which Mr. Hanley testified, the interstate Commerce Committee reported his nomination favorably to the Senate. Confirmation is expected within a week.

Mr. Hanley declared he had had no experience whatever in radio, but had an "open mind" on all matters regarding regulation. He declared he had no stock in radio companies and had never handled radio or utility law cases.

"I do recognize the right of the government to regulate the radio industry and safeguard the rights of the people", Mr. Hanley testified. "Being a Democrat, I am opposed to monopoly of all kinds. I understand radio offers a very strong field looking toward monopoly."

Mr. Hanley said he had no opinion whatever regarding chain programs and had never attempted to criticize them. He said also that he had an "open mind" on the subject of commercial programs, but was very much interested in educational stations and thought they should be handled "very liberally".

Mr. Hanley left Washington March 29 for Omaha to "straighten out my law practice". He said he hoped to return about April 15.

Copyright Situation

(*Continued from page 28*)

plained that he had strengthened several of the provisions dealing with music copyrights and providing for a committee of arbitration to settle all conflicts on royalties.

Among other things, the bill would prohibit multiple infringement suits against users of copyrighted music, and would prevent ASCAP or other music owners from withdrawing more than 10 per cent of the works covered by their licenses. The latter provision would block an organization such as ASCAP from exercising the threat it made last year to withdraw copyrighted music from the air unless the NAB acceded to the new royalty formula. NAB, as a consequence, claimed it accepted the new formula under duress.

Other provisions of the bill dealing with radio have been reported from time to time in past issues of BROADCASTING. The Sirovich bill, also so reported, would have the effect of dissolving ASCAP, if adopted as reported by the House committee last session.

Good Programs Deserve
EFFECTIVE MERCHANDISING

KMBC
Offers Both

ASK FOR INFORMATION ON PROGRAMS, MERCHANDISING, AND AUDIENCE AREAS

MIDLAND BROADCASTING CO.
Kansas City, Missouri

ANOTHER SMASH HIT!

"GROWIN' UP"

featuring

GAY SEABROOK
AND
EMERSON TREACY

■

EARNSHAW-YOUNG, Inc., creators of famous radio successes—offer for sponsorship East of the Mississippi River, a sparkling new comedy of American youth—"Growin' Up"—featuring the well known stage and screen stars, Gay Seabrook and Emerson Treacy. Here is fresh, clean, wholesome radio entertainment . . . rollicking comedy . . . a brand new note in radio. Here is a play that will sell merchandise. Recorded by electrical transcriptions in the Hollywood Studios of Freeman Lang—with a big cast, orchestra and sound effects. A great show all ready for immediate spot use in the territories where you need business most.

"Growin' Up" is now on the air under contract in the West—only Eastern territory available.

There is no guesswork about an Earnshaw-Young Production. What a record! "Chandu", "Black and Blue", "Omar Khayyam", "Count of Monte Cristo", "Ali Oop", "Folgeria", "Adohr Opera of the Air" and many others.

For audition, prices, merchandising plan, publicity, etc., write or wire home office, Los Angeles.

■

EARNSHAW-YOUNG, Inc.

Hollywood
Detroit
Graybar Building
New York City

PETROLEUM SECURITIES BLDG.
LOS ANGELES

ACTIONS OF THE
FEDERAL RADIO COMMISSION
MARCH 16 TO MARCH 30 INCLUSIVE

Applications . . .

MARCH 16

WJEM, Tupelo, Miss.—Modification of CP granted 12-9-32 for new station to extend dates of commencement and completion to 4-9-33 and 7-9-33 respectively.

WCAL, Northfield, Minn.—CP to make changes in equipment, increase operating power from 1 kw. to 1 kw. night, 2½ kw. to LS.

MARCH 22

WOAX, Trenton, N. J.—Authority to determine operating power by direct antenna measurement.

NEW, Lewiston, Me.—Philip J. Wiseman for CP to use 640 kc., 500 w., limited time—resubmitted and amended as to proposed transmitter and studio location and equipment.

WEHC, Emory, Va.—Modification of CP granted 2-28-33 to move station to Charlottesville, Va., to change proposed transmitter location to 2.3 miles from business center, Charlottesville.

WJBU, Lewisburg, Pa.—Consent to voluntary assignment of license to Charles S. Blue.

WJBU, Sunbury, Pa.—CP to move station WJBU to Sunbury, Pa.

WAML, Laurel, Miss.—License to cover CP granted 1-10-33 for changes in equipment.

KGHI, Little Rock, Ark.—CP to make changes in equipment, change frequency and power from 1200 kc., 100 w., to 570 kc., 500 w.

KROW, Oakland, Cal.—Modification of license to change hours of operation from shares with KFWI to unlimited.

KFBK, Sacramento, Cal.—CP for new transmitter, change frequency and power from 1310 kc., 100 w., to 1430 kc., 1 kw. (facilities KTM, Los Angeles, and KELW, Burbank, Cal.), amended to request change transmitter locally, exact site to be determined and change power requested to 500 w. instead of 1 kw.

NEW, Bloomington, Ill.—Twin City Broadcasting Co. for CP to use 600 kc., 250 w., unlimited time.

NEW, La Grande, Ore.—Eastern Oregon Broadcasting Co. for CP to use 1500 kc., 100 w., unlimited time; facilities in terms of .2 quota units to be withdrawn from KOAC, Corvallis, Ore.

KVOA, Tucson, Ariz.—CP to change transmitter and studio location locally.

KGKX, Sandpoint, Idaho—CP for changes in equipment and installation of frequency monitor.

MARCH 26

WMCA,New York—License to cover CP granted 7-5-32 for new auxiliary transmitter.

KGAR, Tucson, Ariz.—Modification of license to change frequency from 1370 kc. to 1450 kc. and increase power from 100 w. night, 250 w. to LS to 250 w. day and night (facilities KVOA, Tucson).

KGFL, Roswell, N. M.—License to cover CP granted 5-17-32 and modifications, move station from Ration, N. M.

KPO, San Francisco—License to cover CP granted 11-17-31 and modifications for 50 kw. station; also for authority to use present 5 kw. transmitter as auxiliary.

MARCH 29

WDRC, Hartford, Conn.—Modification of license to increase power from 500 w. to 1 kw.

WILL, Urbana, Ill.—Modification of license to change power from 250 w. night to 500 w. LS to 250 w. night to 1 kw. LS; requests facilities of WKBS, Galesburg, Ill.

KECA, Los Angeles—CP to change transmitter location locally, to use KFI's auxiliary transmitter with changes, to increase day power from 1 kw. to 2 kw. LS.

MARCH 30

WCAO, Baltimore, Md.—Modification of license to increase operating power from 250 to 500 w.

WDGY, Minneapolis—License to cover CP granted 2-24-33 for new transmitter.

WGN-WLIB, Chicago—CP to make changes in equipment and increase operating power from 25 kw. to 50 kw.

NEW, Meriden, Minn.—Fette Bros., Herbert H. Fette & Ewald Fette for CP to use 1210 kc., 75 w. D. specified hours.

Decisions . . .

MARCH 17

WGBI, Scranton, Pa.—Granted CP to make changes in equipment.

KVOO, Tulsa, Okla.—Granted modification of CP extending completion date of CP to June 17.

WGCM, Gulfport, Miss.—Granted modification of license to change hours of operation from unlimited to specified, as follows: Daily except Sunday, 11 a.m. to 1 p.m.; 7 to 10 p.m., CST; Sunday, 10:45 to 11:45 a.m., 3 to 5 p.m., CST.

WAML, Laurel, Miss.—Granted modification of license to change specified hours.

WTRC, Elkhart, Ind.—Granted license covering changes in equipment and increase in D. power from 50 to 100 w.; 1310 kc., 50 w. night, 100 w. LS, simultaneous day with WLBC and share night with WLBC.

KGFK, Moorhead, Minn.—Granted license covering increase in power from 50 to 100 w., and making changes in equipment, 1500 kc., 100 w., unlimited time.

WPTF, Raleigh, N. C.—Granted authority to determine operating power by direct antenna measurement; also granted consent to voluntary assignment of license to WPTF Radio Co.

KGCX, Wolf Point, Mont.—Granted consent to voluntary assignment of license to E. E. Krebsbach.

KPO, New York—Granted 10-day extension of equipment test period.

WGST, Atlanta, Ga.—Granted authority to take depositions in the matter of the hearing on application of Coleman & Dobbins Co.

Set for hearing: NEW, Visual Broadcasting Laboratories, Kansas City, Mo.—CP for visual broadcasting; 2750-2850 kc. and 43000-46000 kc., 500 w.; WMAS, Springfield, Mass.—CP to increase day power from 100 to 250 w. and make changes in equipment, increasing maximum rated power from 100 to 250 w.; WINS, New York—Modification of license to increase operating power from 500 w. to 1 kw.; WIP, Philadelphia—Special authority to increase power from 500 w. to 1 kw. experimentally.

Applications dismissed at request of applicants: WEHS, Cicero, Ill.—Modification of license, 1310 kc., 100 w., S. H.; WCLS, Joliet, Ill.—CP, 1420 kc., 100 w., S. H.; WHFC, Cicero, Ill.—CP, 1310 kc., 100 w., S. H.; WKBI, Cicero, Ill.—Modification of license, 1310 kc., 100 w., S. H.; NEW, Shreveport, La.—CP all experimental frequencies, 100 w., unlimited time.

WJBY, Gadsden, Ala.—Denied authority to operate at a different location than that specified in license.

KTAB, San Francisco—Reconsidered action of Feb. 24 in granting CP to move station to Oakland, Cal., and on request of applicant cancelled application.

WRDO, Augusta, Me.—Set for hearing application for CP to move transmitter from 341 Water St., Augusta, Me., to a location in Portland, Me., to be determined as result of observations, and to move studio from Augusta to Portland.

MARCH 21

WOBU, Charleston, W. Va.—Modification of license to change hours of operation from sharing with WSAZ to unlimited.

WSAZ, Huntington, W. Va.—Special authorization to change frequency from 580 kc. to 1190 kc., increase power from 250 w. nighttime, 500 w. D. to 500 w. nighttime and 1 kw. D. experimentally, and change hours of operation from sharing with WOBU to limited time until sunset at San Antonio, Tex.

KRKD, Los Angeles—Granted renewal of license.

WGST, Atlanta, Ga.—Granted authority to make tests with a power of 2 to 3 w. between the hours of 1 and 6 a.m. on frequencies 50 or 60 kc. on each side of their authorized frequency 890 kc. in order to determine the radiation resistance of the antenna system.

KFSG, Los Angeles—Granted renewal of license.

Stations granted EST temporary license renewals beginning 3 a.m. April 1, and ending according to Rule 27: WFIW, Hopkinsville, Ky.; WHN, New York; WIBG, Glenside, Pa.; WQAO-WPAP, New York; WRNY, New York; KVOA, Tucson, Ariz.

WMAL, Washington, D. C.—Granted extension of program test period of auxiliary transmitter for period of 30 days.

WOR, Newark, N. J.—Granted authority to operate portable transmitter for purpose of conducting tests in connection with new site for transmitter.

WCLS, Joliet, Ill.; WHFC, Cicero, Ill.; WEHS, Evanston, Ill.; WKBI, Cicero, Ill.—Denied petition that the Commission reconsider its action of Jan. 20 in designating the applications for hearing and grant the same without hearing under Rule 44.

Set for hearing: NEW, W. L. Gleeson, Monterey, Cal.—Application for CP to operate on 1210 kc., 100 w., unlimited time; WLB-WGMS, Minneapolis—Application for modification of license to change specified hours of operation to include those of KFMX; KFBK, Sacramento, Cal.—Application for CP to move transmitter locally, to change frequency from 1310 kc. to 1430 kc., to increase power from 100 w. to 500 w. and requesting facilities of KTM and KELW in terms of quota units.

MARCH 24

WLBL, Stevens Point, Wis.—Granted modification of license to increase D power from 2 kw. to 2½ kw.

KFNF, Shenandoah, Ia.—Granted continuation from April 1, to May 1, of special authority to use the time assigned to but not used by KUSD and WILL.

KUJ, Walla Walla, Wash.—Granted extension of special authority from April 30, to the remainder of the present license period, July 1, to operate unlimited time.

Stations granted reductions in hours in conformance with Rule 151: WNBH, WJMS, WRAK, KOB, KFLX, KOAC, WSOC, KDLR.

WEAO, Columbus, O.—Grant for increase of D. power from 750 w. to 1 kw. made Jan. 24, affirmed since WSYB, Rutland, Vt., has withdrawn its protest against grant.

WKBF, Indianapolis—Granted extension of special authority from March 27 to April 6 to use the former transmitter of WCMA at the present location of WKBF while moving the transmitter of this station to its new location.

WHEF, Kosciusko, Miss.—Granted modification of CP to extend commencement date of CP from Sept. 18, 1932, to 30 days after the granting of this application and extension of completion date from Dec. 18, 1932, to 90 days thereafter.

WBBM, Chicago, (Ex. Rep. 453)—Granted experimentally authority to install automatic frequency control and modification of license to synchronize with KFAB, Lincoln, Nebr. during specified night hours, sustaining Chief Examiner Yost. Commissioner Starbuck dissented.

KFAB, Lincoln, Nebr., (Ex. Rep. 453)—Granted experimentally authority to install automatic frequency control and modification of license to synchronize with WBBM, Chicago, during specified night hours, sustaining Chief Examiner Yost. Commissioner Starbuck dissented.

KXL, Portland, Ore.—Retired to closed files the grant of CP made Aug. 30, 1932, to move transmitter locally since required completion date has long since passed.

WPHR, Petersburg, Va.—Application to change frequency, increase power and move to Richmond, Va. dismissed on request of applicant.

MARCH 28

WJEM, Tupelo, Miss.—Granted modification of CP extending commencement date to April 9 and completion date to July 9.

WSB, Atlanta, Ga.—Granted modification of CP extending completion date from March 17 to June 17.

WOPI, Bristol, Tenn.—Granted special temporary authority to reduce hours of operation from unlimited to specified hours until June 1.

WOR, Newark, N. J.—Special temporary authorization extended from 12 midnight to 6 a.m. from March 28 to April 1, for operation of portable transmitter for test purposes.

KGGM, Albuquerque, N. M.—Granted special temporary authorization to reduce hours of operation from unlimited to specified hours until June 1.

Examiners' Reports . . .

WBAX, Wilkes-Barre, Pa.—Examiner Pratt recommended (Report 466; Docket 1895) that application CP with new assignment on 930 kc., 250 w. and limited hours be denied on grounds that there was sufficient showing of financial responsibility, equipment availability of talent and need for additional service.

KGIX, Las Vegas, Nev.—Examiner Hyde recommended that application for CP to change location of transmitter locally and for renewal of license be denied on the ground that applicant's "showing does not afford reasonable assurance that he will be able to comply with the Commission's regulations regarding equipment and operating standards if relicensed."

NEW, Robert Donovan Weaver, Dearborn, Mich.—Examiner Hyde recommended (Report 468; Docket 1961) that application for CP to operate a special experimental station on 8 to .020 kc. with 1.6 watts be denied.

Population Survey

NEARLY three years in the making, the final "Population Bulletin: Families" covering 1930 census statistics for all states has been published by the U. S. Census Bureau (Superintendent of Documents, Washington, 15 cents). This 83-page summary incorporates many of the statistics previously published for each state individually, and is a document of incalculable value to advertisers, agencies and stations in sizing up marketing areas and potential radio audience. Many of the earlier documents were either reviewed, or their radio statistics republished, in earlier issues of BROADCASTING. The topics covered in this bulletin are: families classified by color and nativity of head, tenure of home, value of monthly rental of non-farm homes, size of family, families classified according to the number of children under 10 and under 21, families classified according to gainful workers, families classified according to number of lodgers, families classified by age of head, employment status of home-maker, dwellings and families, families having a radio set.

Stations Broadcast Earthquake News As Plants Tremble

Radio Establishes Tradition As Men Endanger Lives

Mr. Peery

A TRADITION all its own — one that ranks with the ship operator's "stick to your post", the showman's "show must go on" and the newsman's "get the story"— was established by radio during the California earthquake when broadcasting stations and their staffs kept a breathless world informed of developments of the disaster while walls of their studio and transmitter plants were trembling and actually giving way.

To an independent station, KFOX, Long Beach, in the heart of the earthquake area, and its doughty staff goes the highest palm of bravery, though other stations maintained a vigil and broadcast news to the eager populace. It was KFOX, nearly wrecked by the shocks, that carried the first reports to a nation-wide CBS network via KHJ, Los Angeles, which itself was being severely shaken by the successive temblors.

Broadcast in Darkness

Mr. Newkirk

KFOX stayed on the air though its studio roof was gone and its walls a twisted mass of wreckage. Chief Engineer Leslie MacDowell, who happened to be outside when the first shock came, dodged flying debris and raced into the control room to keep the station on the air. Chief Announcer Ted Bliss was already at the microphone, while Jack Strock, announcer, stood waist deep in a tumble of phonograph records that had been shaken from their files. Even Mary Lou Foley, switchboard operator, remained at her job through the whole eerie night, while Hal Nichols, manager, nursed a chest injury suffered when bricks caved in his machine as he was driving into an alley back of the studio building.

A lucky circumstance kept the KFOX power supply from failing, though the night broadcasts had to be done in total darkness. The station, though not a network member, was quickly switched into Los Angeles, where the staff of KHJ was also on the job. KHJ's power failed with the first shock, but Ernest Underwood, technical director, and Bruce Piersall, operator, got the station back on the air while the top of its building was shipped and swayed crazily.

KFWB's Service

WHILE KHJ and KFI were silent, KFWB claims it had the majority of the normal audience, which was given bona fide news reports as received by direct wire from the editorial rooms of its affiliate, the LOS ANGELES EXAMINER. This service was maintained during the whole incident, KFWB also joining with the amateurs to furnish a news and first-aid service that was authentic and earned it high praise.

Soon restored to the air, KHJ's staff stood by their posts even while the plaster, tile and chandeliers cracked and crashed. On the second floor of the 8-story building the broadcasters did not know when the building might come crashing down upon them. Yet they immediately set up a "new broadcast division" under Leo Tyson, general manager, getting bulletins through the LOS ANGELES TIMES and flashing them not only over KHJ but to WABC, New York, and thence over the entire CBS network.

This service continued through the night. Harold G. Peery, Don Lee network chief engineer, was at the controls, while Paul Rickenbacker, production manager, and Kenneth Niles, his assistant, worked at the microphones, broadcasting calls to action from American Legion commanders, directions to doctors and nurses and orders for supplies.

Interview Witnesses

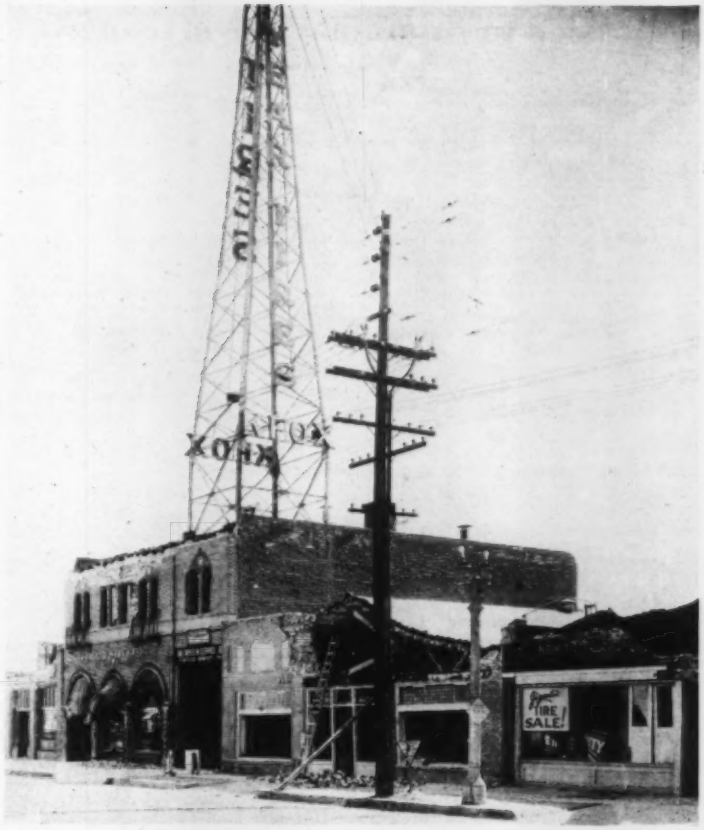
FROM the tower of the LOS ANGELES TIMES building, Doug Douglas, news announcer, flashed bulletins which were immediately teletyped to New York as they were put on the air. Van C. Newkirk, traffic manager, and Gerald Norton, sales executive, were pressed into duty as reporters, speeding by car to the Compton-Long Beach area to interview witnesses, visit hospitals and make contact with KFOX. They lost their car during the assignment.

While they were out, Jack Van Nostrand and Pat Weaver, staff writers, wrote the broadcast material as it came in, and Newkirk, standing amid the debris at KFOX, was the first to tell the story to the entire CBS network.

KFSG, Los Angeles, with the cooperation of KRKD, organized an emergency relief bureau which worked in conjunction with the State Welfare Department. After a few announcements over the air, foodstuffs, blankets and money for medical supplies poured in to the receiving desks.

* * *

Slight damage to other stations in or near the earthquake area has been reported. KFI, Los Angeles, required some repairs. KNX, with its transmitter in the San Fernando Valley, was not disturbed. KGFJ was off the air for three hours only. KREG, Santa Ana, in a section that was also severely shaken, remained on the air with necessary messages. Police broadcasting stations were pressed into service to short wave their instructions to men in the field, and the Navy sent portable apparatus into the field. Amateurs were active in sending out messages to relatives and friends of the victims all over the country.



EARTHQUAKE'S KEY STATION—This is how KFOX, Long Beach, from which eyewitness reports of the California disaster were broadcast to the nation, looked after the earthquake. The KFOX transmitter withstood the shocks though the roof and walls crumbled, and was linked with KHJ and thence to the CBS network.

Booklet Analyzes Consumer Markets

Latest in Series of Reports Covers Pacific Southwest

A NEW GUIDE to the relative distribution of purchasing power and markets for general consumers' goods in one of the important sales areas of the United States is presented in "An Aid For Analyzing the Market for General Consumer Goods in the Pacific Southwest," newly issued publication of the Department of Commerce.

The basic information offered in this latest study is drawn from the records of the National Census of Distribution. The area covered includes California, Nevada, Utah, Arizona and New Mexico, whose retail sales in the census year aggregated in excess of $3,776,000,000.

Pointing to the wide variation in distribution of sales potentialities in this area, as indicated by the census, the report shows that 34 per cent of the entire retail business of the section was concentrated in Los Angeles county. Fourteen counties out of the 149 which compose the five states accounted for approximately three-fourths of the total business reported.

Analyses of Sales

TO AID the manufacturer and distributor interested in selling this territory to plan his sales effort with due regard to local conditions, the report presents a comparison of the retail sales index and the population index for each county in the Pacific southwest states, and for each city of 2,500 population or more. The retail sales index shows what per cent the local sales are of the total purchases in the United States, the state and the immediate county.

Special information touching upon the agricultural resources of the section, and the markets for automotive appliances and household electrical and gas equipment in the five southwest states is included. Another feature is a series of maps and charts designed to present at a glance the salient differences in the sales potentialities in the various states and local areas of the territory.

Other Studies Made

"AN AID for Analyzing the Market for General Consumer Goods in the Pacific Southwest" is one of a series of reports designed to provide compact, readily useable handbooks of basic marketing data for the principal sections of the country. Three such studies, dealing with Connecticut, Ohio, and the New England area as a whole, have been previously issued. These reports were prepared by Charles B. Eliot, under the direction of E. F. Gerish, chief of the domestic regional division, Bureau of Foreign and Domestic Commerce.

Copies of the reports may be obtained for 5 cents each from the Superintendent of Documents, Government Printing Office, Washington, or from district offices of the bureau in principal cities.

IN THE PALM OF YOUR HAND

Today . . .

as for the past 3 years

KSTP leads all Minnesota

stations combined for

concentrated coverage

and listener preference

. . . proved by today's

results in the . . .

9TH U.S. RETAIL

MINNEAPOLIS KSTP ST. PAUL

MARKET

Beer to Stimulate Advertising

(*Continued from page 6*)

station has never carried any national or local near-beer account, at present about a half-dozen northwest breweries are contemplating programs.

Edgar H. Bill, of WMBD, Peoria, reported that three local breweries are preparing for operation and all of them are considering use of WMBD, with one definitely signed. The latter is preparing its campaign from the health and food value standpoints, with a "Little German Band" as the feature.

Food Emphasis Seen

KSTP, St. Paul, during the last three years, has handled four national and two local near-beer accounts, according to Ford Billings, general sales manager, who stated:

"We feel that the trend of the first real beer copy will follow the English slant and emphasize the food content, yeast, vitamins, etc., which beer will add to the diet and make emphasis of general approval as (a) a revenue producer and (b) outlet for farm grains. As such we are ready to accept beer copy immediately with legalization of the product at all hours of the day and evening. Advertisers who must stress the 'good time' angle will necessarily be restricted to later evening hours—not a hardship to them inasmuch as their 'class' audience will be greater at that time."

Since permits to manufacture beer are being issued through field officials, under authority of the Bureau of Industrial Alcohol of the Treasury, no complete list is yet available at any central source of breweries licensed to produce 3.2 per cent beer or of wineries granted authority to manufacture wines of that alcoholic content. Immediately after the bill was signed by the President, regulations were issued by the Treasury to permit 158 breweries and bottlers, licensed to produce near-beer, to manufacture the 3.2 per cent beverage so they can have their products on the market April 7. All told, 173 breweries are licensed by the prohibition unit to make near-beer, and most of them are presumed to be prepared to manufacture the alcoholic product, once their permits are granted, barring those in dry states.

The bureau and its field agents are being swamped with applications for licenses to manufacture the product by newcomers in the field. Among these, it is reported, are numerous bootleg beer cliques which thrived since 1919, but which now are threatened with extinction by the legal product. In larger cities, some of the so-called beer "barons" feel that they have established worthwhile trade-names and outlets for their products and hope to profit in the legitimate field, if they can procure the licenses.

Several reasons are advanced to support the belief that the bulk of the brewery business on the air will be spot broadcasting. First, it is known that both World Broadcasting System and Scott Howe Bowen, pioneers in the transcription and spot fields, have been auditioning prospects, although they are maintaining their usual secrecy. In addition, inquiries from station representatives indicate that they are beseiging agencies representing breweries in efforts to align business for their clients.

State taxes, freight handling charges and general overhead expenses are regarded as factors which will render national distribution of beer brands almost prohibitive in cost for all but a few companies. Consequently, it is expected that beer markets will be largely local in scope, with only a few of the famous brands of the pre-prohibition era available generally. Moreover, production facilities of most breweries, after years of sharply curtailed activity, are limited, and it is likely that such plants will be pushed to meet local demands of their immediate markets for some time to come.

Soft Drink Competition

BREWERS, it is indicated, will rely heavily on home distribution by the case. Since family and institutional copy will predominate, and the effort of the advertiser will be to reach the family circle, it is felt that radio provides the ideal promotional medium. Once the industry "shakes down", following clarification of the legislative muddle, the 3.2 per cent beverages will be sold through retail stores to consumers, house-to-house delivery to the consumer, and at restaurants, hotels and fountains.

Wine advertising is not expected to be very large. Wineries contend that a 3.2 per cent beverage is not palatable and that a decidedly larger alcoholic content is necessary to revive the American taste for that drink. On the other hand, soft drink companies plan the introduction of carbonated waters having a 3.2 per cent alcoholic content. Such products might bring to the air a line of advertising competitive with beer.

The right to advertise beer on the air was approved by the Senate March 16 by the slim margin of two votes. The surprise came when Senator Dill, (D.) of Washington, radio leader of the Senate, offered an amendment to the beer bill to prohibit radio advertising while permitting it in newspapers, magazines and other periodicals.

Dill Explains Proposal

SENATOR DILL told the Senate in support of his amendment, that radio "ought to be kept free from the propaganda that it can be used for if some such provision as this is not in the bill." Following his speech, Senator Harrison, (D.) of Mississippi, in charge of the bill, said he hoped the amendment would be defeated and asked for a vote. It was defeated by a vote of 38 to 36. Senators voting for the Dill amendment were Adams, Ashurst, Austin, Bankhead, Black, Bone, Borah, Bratton, Capper, Caraway, Connally, Dale, Dill, Fess, Frazier, Goldsborough, Gore, Hale, Hastings, Hatfield, Hayden, Keyes, McGill, Neely, Norris, Nye, Pope, Robinson (Ind.) Russell, Sheppard, Smith, Stephens, Thomas (Okla.), Townsend, Vandenberg and White.

Thus, as finally written into law the bill carried the amendment on advertising offered by Senator Walsh, (D.) of Massachusetts which permits advertising of 3.2 per cent beverages, since they are held by the law to be non-intoxicating, clearing up the confusion created by the fact that the Prohibition Act itself prohibits advertising of alcoholic drinks.

Drys Plan Test Suit

ADVANCE notice that an attack will be made upon the beer act to test its constitutionality was given by Edward B. Dunford, attorney for the Anti-Saloon League of America March 22. He said the suit would be filed as soon as the "requisite circumstances arise," indicating the test will await the actual beginning of distribution April 7.

Dr. Clarence True Wilson, of the Methodist Episcopal Board of Temperance and Public Morals, declared, however, that he would institute court proceedings with the objective of obtaining an injunction to prevent actual sale of the beverage. Pro-beer forces were inclined to treat these reports lightly and while they admitted that a test case was likely, they felt that no court would grant an injunction to block present plans for licensing of breweries and marketing and sale of the product for public consumption in those states which already have legalized beer.

RCH

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, INC.

Commercial Department

A RADIO CORPORATION OF AMERICA SUBSIDIARY

66 BROAD STREET NEW YORK, N. Y.

Morgan Committee Starts New Scheme

"Listeners Society" Formed As Allocation Plan Fails

APPARENTLY admitting failure of its plan to break down the existing system of broadcasting in this country—a campaign that led many of its own members to turn their backs on the move—the National Committee on Education by Radio has embarked on a new venture in the formation of the "American Listeners Society" intended "to supply machinery through which listeners may exert an influence in determining the nature and content of radio programs."

Joy Elmer Morgan, chairman of the committee, is understood to be head of the society, although the directors have not been announced. His campaign to obtain 15 per cent of all broadcast wave lengths for educational institutions caused a schism in educational ranks and it finally developed that no actual authority to carry on such a movement was vested in the committee, which is endowed by the Payne Fund of New York.

Broad Program Set Up

"INVITATIONS" to join the society at $1 a year, subject to approval of the unnamed board, have been mailed out to a select list. The so-called society's 7-point program proposes improvement of radio in America, publication of a periodical, encouragement of radio research, sponsorship of a broadcasting institute for personnel of educational stations, maintenance of a radio library and improvement of laws and governmental administration affecting broadcasting.

In some quarters it is believed that the society plan is intended to raise funds to support the committee after its endowment from the Payne Fund, which has two years to run, expires. For a new endowment, it must show results of a constructive nature. The committee has aroused ill will not only among most broadcasters but among many educators who have received cooperation from individual stations and networks in furtherance of education by radio.

The most prominent of educators now are associated with the National Advisory Council on Radio in Education, directed by Levering Tyson, which has cooperated with stations throughout the country in offering educational features. Of significance has been the apparent absence of Armstrong Perry, service bureau director, from the committee's activity. It has been noticed that whenever a radio issue of importance arises, Mr. Perry is "on the road". His activity now is being handled by Tracy F. Tyler and E. J. Coltrane, the latter an educator who makes most of the Congressional contacts.

WLB-WGMS, Minneapolis, University of Minnesota station, has asked the Radio Commission for the hours on 1250 kc. now assigned KFMX, Northfield, Minn. Latter station, owned by Carleton College, has consented to the shift, application states.

Radio Education Group Meets in Ohio May 4-6

THE FOURTH meeting of the Institute for Education by Radio will be held at Ohio State University, Columbus, O., from May 4 to May 6. Leading educators and broadcasters from all over the United States and foreign countries are expected to attend.

Subjects to be discussed are: use of radio in the schools, methods of presenting educational programs, ways in which the listener can be advised as to the educational programs on the air, studies of the audience response to programs and ways of measuring it. As a special feature broadcasters will present sample recordings of programs already successfully broadcast.

Round table sessions will be held on special phases of educational broadcasting, such as commercial stations and educational organizations, college and university stations, school broadcasting, and research in radio education.

Among the speakers will be Prof. Herman Hettinger, University of Pennsylvania; John J. Karol, CBS; Prof. Edward S. Robinson, Yale; Elizabeth Watson, Ohio State University; Tracy F. Tyler, National Committee on Education by Radio; President A. G. Crane, University of Wyoming; Frank E. Mullen, NBC; Helen Johnson, CBS American School of the Air; Hattie S. Parrott, North Carolina School of the Air; Judith Waller, WMAQ; H. B. McCarty, WHA, University of Wisconsin; Levering Tyson, National Advisory Council on Radio in Education; E. A. Weir, Canadian Radio Broadcasting Commission; K. G. Bartlett, WMAC, Syracuse University; Dr. C. M. Koon, U. S. Office of Education; Gwendolyn Jenkins, WEAO, Ohio State University; B. H. Darrow, director, Ohio School of the Air, and Morse Salisbury, U. S. Department of Agriculture.

Radio Education Future Advisory Council Topic

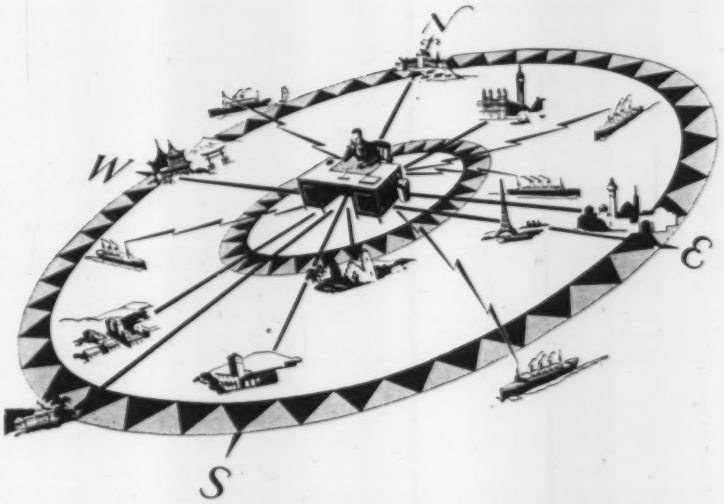
"THE FUTURE of Educational Broadcasting in the United States" will be the general subject of the 1933 annual assembly of the National Advisory Council on Radio in Education May 19 in New York, according to announcement by Levering Tyson, director.

Mr. Tyson explained that because of current conditions the council has decided to restrict the sessions to individuals qualified to participate by reason of their experience or their association with an organization directly concerned with educational broadcasting. "It is expected that a discussion meeting of this character, combining all shades of opinion and practice, will be productive and of reciprocal benefit to all concerned with this subject", he stated.

Wide Talent Search

AUDITIONS in all cities within a 200 mile radius of St. Louis are being conducted by KMOX under direction of Billy Knight, who recently reorganized the KMOX Artists Bureau. The auditions are open to all comers but in the first few weeks uncovered no talent.

YOU ARE SITTING IN THE CENTER OF THE WORLD



...EVERYWHERE

is within arm's reach via coordinated telegraph, cable and radio facilities

● Whether you would reach somebody five miles away or five thousand miles...whether your message must go by telegraph or cable or radio or by any combination of these three...the great International System of coordinated communication facilities will speed your message to its destination and flash back a reply in a mere matter of *minutes*.

Working hand in hand, the units of the International System are Postal Telegraph, linking 80,000 places in the United States and Canada*...Commercial Cables, reaching Europe, Asia and The Orient...All America Cables, reaching Central America, South America and the West Indies...and Mackay Radio, which maintains point-to-point services in addition to reaching ships at sea.

Use Postal Telegraph and the International System to reach anybody...anywhere...*quickly*.

**In Canada, through the Canadian Pacific Railway Telegraphs.*

●

To Telephone a
Telegram, Cablegram or Radiogram
just call
"POSTAL TELEGRAPH"
or *dial* your local Postal Telegraph office.
Charges will appear on your local telephone bill.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables — *All America Cables* — *Mackay Radio*

Quick Economical Results for Classified Advertisers

•

BROADCASTING'S complete coverage of the radio broadcasting industry is your assurance of reaching the largest number of prospects for what you want to buy or sell.

HELP WANTED

You may choose a new employee from numerous experienced applicants if you insert a Help Wanted classified ad in BROADCASTING.

SITUATIONS WANTED

Outline your experience and qualifications in a classified ad in BROADCASTING. Some station needs you—reach your next employer through BROADCASTING. Others have done it with success.

WANTED TO BUY

If you would like to buy some used equipment, insert a classified ad in BROADCASTING and choose from several attractive offers.

FOR SALE

Equipment that you are not now using may be readily converted into cash. Just tell station managers and engineers what you wish to sell. Do it with a classified ad in BROADCASTING.

REPAIR SERVICES

Do you repair microphones, tubes or other station equipment? There is more business for you if you outline your services to stations through a classified ad in BROADCASTING.

•

Copy should reach this office five days prior to date of publication. Classified ads do the job quickly and economically. 7c per word—cash with order.

•

BROADCASTING
Broadcast Advertising

870 National Press Bldg.,
Washington, D. C.

Post Office Rules on Fan Mail

(*Continued from page 8*)

mine how far they will apply to the independent or non-chain station.

We represent radio station WGN, Chicago, Ill., which is owned and operated by the same management as the CHICAGO TRIBUNE. Sponsored programs are broadcast over WGN for many advertisers located in various parts of the country. Mail resulting from these broadcasts is usually sent directly to the station and then must be forwarded to the sponsor. If such mail had to be forwarded at first class rates, the postage required in many instances would exceed the revenue derived by the station from the broadcast. It is, therefore, essential that the station be permitted to adopt a course of forwarding this mail by other less costly methods consistent with the postal laws and regulations.

Proposed Procedure

WE, THEREFORE, submit the following proposed methods of procedure for the department's consideration:

1. Suppose WGN delivered mail to the Chicago office of the advertising agency handling the advertiser's account, could the agency after opening and tabulating the letters forward them to the advertiser by express? Would it make any difference in this situation if the letters were unopened prior to being forwarded to the advertiser?

2. In some cases the advertising agency handling the advertiser's account has an employee stationed in the main office of the advertiser. Suppose WGN delivered the mail unopened to the advertising agency in Chicago and the advertising agency expressed such mail to its employee in the advertiser's main office, who upon receipt thereof would turn it over to the advertiser unopened. This is a bona fide arrangement between advertiser and agency now prevailing on numerous accounts. It would seem that under these conditions a package of mail sent by express does not have the character of "letters" within the purview of the private express statutes.

3. Suppose that the advertiser had a branch office of its own in Chicago, could such a branch office forward mail delivered to it by WGN to the advertiser's main office by express?

4. Suppose WGN used the branch office of the CHICAGO TRIBUNE as forwarding headquarters, could the mail be sent by express to such offices and then turned over to the advertiser or advertising agency? This situation appears to be analogous to that involved in the department's prior rulings on the subject.

A ruling of the department approving any or all of the foregoing proposals is respectfully requested so that Station WGN may be advised to act in accordance therewith.

Post Office Ruling

THE DEPARTMENT'S reply, sent March 16, and bearing the signature of W. E. Triem, superintendent of the Division of Railway Adjustments, follows in full text:

Reference is made to your letter of March 8, asking for an opinion with respect to the transmittal outside of the mails without payment of postage of audience mail received by the broadcasting station of the CHICAGO TRIBUNE.

The question was submitted to the Solicitor for this department with request for a ruling, and following is a copy of his reply:

"With regard to Mr. Scharfeld's first query, viz., whether the fact that the previous rulings of the department relating to fan mail were rendered in response to requests of chain stations would have any bearing upon the matter or whether such rulings would apply with equal force in the case of independent or non-chain stations, the answer is that no distinction is made between the two classes of stations. The issue in all such cases is the same: whether the matter proposed to be forwarded outside the mails falls within the category of 'letters' within the meaning of the private express statutes.

"Responding to Mr. Scharfeld's specific inquiries, his first question is whether WGN might deliver mail to the Chicago office of the advertising agency handling advertisers' accounts which would open and tabulate the letters and forward them to the advertiser by express. This plan would be objectionable. The second part of the first inquiry is whether it would alter the situation if the letters were unopened prior to being forwarded to the advertiser. The answer is yes. If the letters are not to be opened prior to the time they reach the advertiser they may be sent by express or by fourth class or parcel post rates.

"The second, third and fourth inquiries all involve similar methods of procedure. It does not matter whether the fan mail is handled by an advertising agency, a branch office of the advertiser, or a branch office of the broadcasting station or the newspaper which owns same. If the fan mail is to be opened by some person before it reaches the advertiser, it may not be sent outside the mails to such person without payment of postage. If, on the other hand, it is handled one time or several times before it reaches its ultimate destination, viz., the office of the sponsor of the program, but is not opened by anyone before it reaches such sponsor, it may be sent otherwise than by 'letter' without violation of the private express statutes."

Many Artists are Heard By NBC for Programs

AUDITIONS held before NBC program board and artist bureau during the past two weeks for use either as sustaining programs or for commercials are as follows:

March 14—Mrs. Mary Cavanaugh and partner, two-piano team; Suzanne Caubaye, singer; Count Leo Tolstoy; "Lord Tennyswell's Visit To America;" "Seein' Is Believin'," with Jane Huston; Nina Paggi, singer; Havana Royale, a 6-piece orchestra with a soloist; Dr. Irene Case Tammany talk; Rondoliers Quartet for Woodbury (this quartet on March 17 replaced Morton Downey on the Woodbury program); Louis Dorney, dramatic tenor, and Dave Sachs, pianist.

March 15—John Pearce, singer; Southern Rambler and Her Fiddlers Three; "Bringing Up Father" with Gus Hill; "The Old Skipper" with Ed Whitney, eight singers, piano and accordion; May Usher; "Samantha and Josiah," sketch and these artists for Fleischmann: Jack Powell, Blanche Ring, John Erskine and Eddie Garr.

March 17—Ramona for Fleischman; "Peggy and Her Boy Friends" with Eunice Howard, Jeanne Judson, talk and Eddie Adair and Mary McCoy in sketch titled "A Bench in the Park".

March 20—Dick Winfrey's orchestra; Prince Alexis Obolesky, singer; Viennese Hungarian Ensemble; "Just Relax" with Jean Owen; Eddie Leonard show and Haverford and Boatwright.

March 21—Perry Asker, singer; "Confidential" with a cast featuring De Angelo, Robert Armbruster and 8-piece orchestra; Ralph Whitehead; Ohrbach Department Store auditioned Paul Sabin's orchestra with a vocalist, and Cleo Wood, Negro songs.

March 23—Artists for Fleischman: Nance O'Neill, Walter Woolf, Eddie Garr, Blanche Ring, Cissie Loftus, Bobbie Folsom, Bob Hall, Ed Howard and Gus Shy.

PROFESSIONAL DIRECTORY

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Engineering Management
National Press Bldg. Wash., D. C.

T. A. M. CRAVEN
Consulting Radio Engineer
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Commercial Coverage Surveys
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GLENN D. GILLETT
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RADIO RESEARCH CO., Inc.
Broadcast Station Engineering
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CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Situations Wanted

Attention Station Owners

We have available Salesmen, Announcers, Engineers, Studio Managers, or complete personnel for the successful operation of radio station, either on lease or percentage basis. All employed at present. Reference exchanged. Box 84, BROADCASTING.

Available, a commercial manager with eight years experience, at present employed, best references. If you want results address Box 85, BROADCASTING.

Radio Features

Lynn Adair, radio playwright. Original first run dramas for sale—stock dramas leased on royalty—commercial and thumbnail (3 minute) dramas written to order. Romance—Melodrama—Thrillers. Negro Comedy, Children's Serials. 222 Kimball Hall, Chicago—45 West 39th Street, New York City.

Microphone Service

EXPERT MICROPHONE REPAIRS—Any type or make. Charges very reasonable, depending on labor and material; e.g., two-button microphones average $7.50; condenser heads $15.00. Largest stations use this service. Write for catalog of new equipment: Two-stage Condenser Microphone, bullet type, $75.00. Shure Brothers Company, 337 W. Madison St., Chicago, Ill.

THE NEW DEAL at WBT

THE NEW WBT		THE OLD WBT
25,000	WATTS	5,000
$200	BASIC RATE	$200
25%	MAXIMUM DISCOUNT	15%

Primary Coverage

85	NUMBER COUNTIES	7
127,278	RADIO RECEIVERS	12,820
458,201	RADIO AUDIENCE	39,742

Retail Sales, 1930 . . . $616,190,000.00

WBT IS THE ONLY STATION ON THE DIAL FOR THE CAROLINAS!

WBT dominates the Carolinas! A multitude of cities and communities report WBT the *only* reliable source of reception during the daylight hours; and, during the summer, day and night both!

And for the price of last year's coverage, you can buy *five times more power* today over this Dominant Carolina station.

STATION **WBT** INCORPORATED

• KEY STATION OF THE DIXIE NETWORK

CHARLOTTE, NORTH CAROLINA

• THE COLUMBIA BROADCASTING SYSTEM